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THE ECONOMIC DEVELOPMENT ELEMENT BACKGROUND REPORT

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Prepared By

Clair Associates, Inc
and
Natelson-Levander-Whitney, Inc

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UPDATED BY

The City of La Habra
Planning Department

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PART 1.

ECONOMIC DEVELOPMENT BACKGROUND REPORT

Preliminary Data, Analysis & Policy Direction for
Economic Development Issues.

I. INTRODUCTION

This Community Economic Development Plan contains an overall plan, including existing and planned goals and strategies for the City of La Habra, which are designed to improve the community's economic balance, the well being of the community as a whole and its residents, businesses and investors individually. The purpose of an Economic Development Plan is to link as much as possible development related programs, strategy components, and action items, in a systematic formal manner to achieve specified goals and objectives. An economic Development Plan is designed to:

A. Provide guidelines in the decision-making process to the City's political, policy and administrative leadership for a unity of the purpose in achieving established goals.

B. Attract new resources to assist in the implementation of the plan.

C. Assist and articulate the philosophy and commitment to achieving established goals.

D. Outline a strategy designed to achieve desired results.

II. EXISTING CONDITIONS AND TRENDS

OPPORTUNITIES SUMMARY

La Habra has the potential of a second cycle of economic growth and development. Economic trends, with assistance from public and private sources can assist the community to reach and even surpass stated goals. Among the major current economic trends which positively affect La Habra are:

* La Habra is an integral part of one of the most vibrant powerful and progressive economies in the world. Within the 60-mile circle (of which La Habra is a part), there is an economy that:

* Has a per capita gross regional product exceeded *only* by three oil-rich countries.

* Has a gross regional product of over $205 billion that is exceeded at a national level by only 11 countries in the world.

* Has a population of 12.2 million people and personal income of over $140 billion.

* Has personal per capital income 18% higher than the U.S. Average and 21% higher than the 5 southern counties average.

* Has output per worker (in California) that is reported at 12% higher than the National Average.

La Habra is an integral part of Orange County, an area with among the highest incomes in the Nation, with one of the lowest unemployment rates in the Nation even during a major national economic downturn, and historically one of the fastest-growing economic areas in the Nation.

Income per household in La Habra historically approximates that of Orange County; per capita income in La Habra historically is about 17% higher than the Nation and 3.5% higher than the state.

Orange County will add over 740,000 new residents by the year 2000. The labor force within the county is expected to increase from 943,200 in 1980 to 1,414,600 by the year 2000. Over 65% of the actual increase in growth will occur in central and north Orange County.

La Habra is located in proximity to the Orange (57), Pomona (60), Artesia/Riverside (91) and Santa Ana(I-5) freeways (10-12 minute driving time). Three major state highways serve the City and there is an expanding network of local highways and streets. Public transportation services and nearby facilities are being expanded and improved. Commercial air transportation is available at three locations ranging from 25 to 55 minutes in driving time from La Habra.

The City is almost completely developed with generally adequate public facilities and infrastructure. Substantial injections of monies have and are being made to improve and thereby assure adequacy of the community's infrastructure.

Municipal/Community service levels are high. The City is graded as Class 3 for Fire Insurance purposes. The crime rate is below county and area-wide averages and on a decreasing trend. There are within and adjacent to the City large medical facilities. Within a 20-mile radius there are over a dozen community and four-year colleges and/or universities.

The City has a rather wide range of housing styles and costs including a proportionate percentage of more reasonably priced housing.

Highway traffic is recognized as among the least congested in the county.

CONSTRAINTS SUMMARY

There are constraints that should be recognized and mitigated in order to maximize economic growth potential. Among the constraints are:

* Availability of water in Southern California may be a major constraint throughout the area including La Habra.

  A Mitigating measure that the City has undertaken and continues to increase its entitlement to water from the upper San Gabriel River Basin and to assure its delivery potential to La Habra and to provide water from ground water production by the increase of water storage capabilities.

* Area-wide air pollution and increasing energy costs (and availability) may be become worse in the latter part of this century and thereby adversely affect La Habra as well as other areas. Home-to-work proximity is now becoming a recognized major determinant both in location of new employment centers and desirability of home location.

  As a mitigating measure, La Habra can encourage increased employment opportunities within and adjacent to the City and thereby potentially reduce the use of transportation energy and costs; and increase the community's desirability as a residential area.

* Per capita taxable sales transactions in La Habra are lower than for other cities in the county primarily because of the out flow of retail dollars to competing major regional shopping centers in nearby communities and the much lower number and taxable transactions of non-retail outlets.

  The taxable sales leakage may be stemmed with an upgrading of retail operations, promotion of future and additional retail enterprises and encouragement of nonretail enterprises with taxable sales.

* A major constraint is the unavailability of undeveloped land.

  However, a large amount of land is either not utilized to its highest economic value or underutilized especially in the older commercial and industrial areas of the City along Imperial Highway.

* A lack of direct freeway exposure and access within the City.

  This lack reduces the desirability of the city for some but not all types of commercial and promotional retail as well as regional shopping centers.

* Regional plans mandating land use and transportation controls can completely constrain the economic opportunities of the City by clasification of the City within a "job rich" subregion, thereby restricting future development of employment genarators.

  The City will continue to review proposed regional plans and promote cooperative efforts with regional entities to assure the best economic interest of the City.

III. 1986 TAXABLE SALES

(From a memorandum to the City Council, August 4, 1987)

Revenue from taxable sales provides 36.6% of the General Fund estimated revenues for 1987-88. This is a comparable percentage to prior years.

The economic health of the retail and other businesses which collect sales tax therefore becomes a most significant factor in the financial ability of the City of La Habra to provide necessary public services to the community. On the expenditure side, approximately 80% of the General Fund expenditures are directly or indirectly related to providing Public Safety services, primarily Police, Fire, Paramedics and Traffic Safety.

The purpose of this memorandum is to provide information relative to taxable sales occurring within the City of La Habra and to advocate a posture that there is a very substantial potential for such sales to increase by approximately 36%.

COMPARISON TO OTHER ORANGE COUNTY CITIES

La Habra, with a population of 48,192 (January 1, 1986), ranks 13th in total population among the 26 cities in Orange County according to the Orange County Progress Report. La Habra's population therefore is approximately 2.25% of the total County population as of that date.

In terms of total taxable sales, La Habra ranked 15th among the 26 cities. The eleven cities with less total taxable sales in 1986 were: Los Alamitos, Laguna Beach, Stanton, San Juan Capistrano, Placentia, San Clemente, Cypress, Seal Beach, La Palma, Yorba Linda and Villa Park.

In terms of total taxable sales per capita, La Habra ranked 16th. The 10 cities with less per capita taxable sales in 1986 were: Stanton, San Juan Capistrano, Fountain Valley, Placentia, San Clemente, Cypress, Seal Beach, La Palma, Yorba Linda and Villa Park. The total taxable sales per capita for the entire County was $9,937 compared to $6,399 in La Habra (the total County amount includes an unallocated amount that will be distributed and therefore is not an exact comparison). Taxable sales in La Habra are therefore approximately 64.4% of the County-wide average.

Total taxable sales in the County increased 5.5% compared to an increase of 4.3% in the State and an increase of 4.2% in the City of La Habra. Fourteen cities had a higher percentage increase of total taxable sales in 1986 compared to 1985 than did La Habra.

On a per capita basis, the total County taxable sales increased 3.7% compared to an increase of 3.6% for the City of La Habra (State data is not available at this time). Fourteen cities had a higher percentage of increase in total per capita taxable sales.

ANALYSIS OF POTENTIAL INCREASE IN RETAIL TAXABLE SALES

The use of total taxable sales as it may relate to retail taxable sales can and often may lead to incorrect and/or misleading conclusions. For example, in La Habra approximately 83% of taxable sales is derived from retail outlets. In comparison, 64% of the County's total taxable sales and 65% of the State's taxable sales are obtained from retail outlets. The City of La Habra is therefore considerably more dependent upon retail operations than either the County or the State. La Habra's industrial base, while sizable, consists largely of distribution facilities to retail outlets, research, etc., none of which are producers of taxable sales/sales tax. Other cities may have non-retail (i.e. industrial concerns) that produce sizable taxable sales.

During 1985, the last year for which detailed information is available to this office, retail taxable sales data provided by the State indicates that total per capital retail taxable sales in La Habra is very comparable to those of the State as a whole. ($5,119 in La Habra compared to $5,155 for the State, a difference of 7%.) In Orange County, per capita retail sales were $6,165 in 1985 or approximately 20.4% higher than in La Habra. To achieve the County average, taxable retail sales would need to increase in the magnitude of $52 million annually.

La Habra enjoys a higher-than-County average per capita retail taxable sales in three categories: Food outlets, Drug stores and Home Furnishing outlets. Food outlets include both those outlets that do and do not sell packaged liquor with food, groceries, etc. Home furnishing stores include those selling furnishings, appliances and second-hand merchandise.

La Habra is possibly in a rather unique situation. First, there are approximately 1,600 persons residing within the community but outside the corporate boundaries (county unincorporated "islands"). Secondly, the City of La Habra Heights, with a population of approximately 5,360, is an immediate neighbor and does not have any retail outlets. Therefore, a closer analysis indicates that the "adjusted" per capita retail sales may be overstated by utilizing only the City's official population. Both of the areas mentioned are integral parts of the greater La Habra community. By adding the populations of these areas to the population of La Habra within the corporate boundaries, a greater La Habra population of approximately 55,150 can be reasonably utilized for analyzing potential taxable retail sales.

The income data for the City of La Habra and the surrounding area, whether on a family, household or per capita basis, and whether on a median or average basis, is comparable to or above the comparable data for Orange County as a whole and significantly above the Nation, the State and/or the County of Los Angeles. It should be noted that the County is considered as one of the wealthier areas of the nation and therefore income data comparable with it is considered to provide a very good market.

Income data for the County, the City and for rings of 2.5, 5.0 and 7.5 miles from several locations indicates that the areas within the 2.5 and 5.0 mile rings are generally comparable or greater than the comparable data for Orange County. Data for the 7.5 mile ring is only slightly lower than the same data for Orange County. This factor suggests a very good potential market not only from residents of La Habra but from the surrounding area.

A tabulation of the potential increases in taxable retail sales by major category or retail outlet is tabulated below. The projections are based upon the population of the greater La Habra area noted above and sales equal to the County of Orange average.

The tabulation below indicates that there is a minimum potential increase of $112.3 million in additional taxable sales in La Habra if the City realizes the same per capita sales as Orange County. Applying the state-wide averages to the major categories and the greater La Habra population suggests that a minimum increase of $52.7 million is potentially achievable. In both instances, those categories in which La Habra currently surpasses the average, the present La Habra data was utilized.

The average taxable sales in La Habra from Food outlets, for example, is higher than in either the State or County averages. On the surface, this may appear to suggest that additional food outlets are not necessary. It is our view that this is not a true assumption. The data may suggest that La Habra has "captured" a portion of the market outside La Habra and even beyond the greater La Habra area. It further suggests that if a portion of the market of nearby areas can be captured for food stores that a substantial portion of the market for other merchandise can also be captured. It also suggests that with the growth in the area, generally outside La Habra, and the newly available areas open to La Habra retailing, added Food and other outlets can be viable.

Type of Outlet	Per Capita Increase	Per Capita Amount	Increase Retail Taxable Sales
Apparel	$164	$300	$9,600,000
Gen. Merchandise	367	885	21,400,000
Package Liquor	28	76	1,640,000
Eating/Drinking Pl.	200	809	11,700,000
Bldg. Materials	66	436	3,900,000
Auto Dealers	228	1,315	13,400,000
Service Stations	131	522	7,700,000
Other Retail	735	1,055	43,000,000
Total			$112,300,000

In addition, the planned Chevron-Lyons residential development of 829 homes, primarily within the City of La Mirada, is projected to provide an additional $12,878 per household annually in retail sales, a total of $10,675,000. La Habra is projected to receive 50% of the retail sales from this new residential according to the developer's economic consultant. Furthermore, with the opening of Idaho-Gilbert Street, the Fullerton Sunny Hills area, including new residential developments, they are within very close proximity to the LaHabra retailing areas and should add to the retail sales of this community. It is our understanding that an older commercial center in an adjacent community may close or be substantially curtailed which could further add to the City's retail potential.

The City's history of growth in taxable sales has been very good to date. There has been only one year during the past 17 years during which growth did not occur. Business outlets with sales tax permits have increased from 627 at the beginning of 1969 to 1,469 during the Third Quarter of 1986, an increase of 135%. From the beginning of 1980 to the Third Quarter of 1986, the increase in outlets with sales tax permits increased 22%. A fairly recent study suggested that there has been real growth (excluding growth in volume from both inflation and population changes) of over 1% annually. There has also been during the same time frame, a large expansion of competitive shopping centers which has without a doubt caused some dislocation and/or change in viability of outlets located within La Habra. As with all things, there will be changes; the changes can be of considerable advantage to this community.

In summary, the City's retail base approximates the State retail base as a whole but is below the County's retail base. Considering the adjacent areas, the retail operations within the City have a great potential for expansion. This expansion is even greater when considering other new developments and areas that have become available for expansion purposes.

A goal of an additional $100,000,000 in taxable sales within the foreseeable future appears to be an achievable reality under appropriate and proper economic and planning criteria and encouragement.

IV. FIVE YEAR GENERAL FUND PROJECTION

(From a memorandum to the City Council, August 4, 1987)

The 1987-88 Budget has been adopted and is balanced based upon the best information available as to projected revenues and expenditures. As indicated in the 1987-88 Budget Message, while the current Budget is balanced, the trend for future balanced budgets with present revenue sources and levels of services is not favorable.

The purpose of this memorandum is to outline a base five year projection including the major assumptions used for these projections. The second purpose of this memorandum is to outline in very general terms possibilities and policies that may alter the base line projections.

ASSUMPTIONS

1. The economy will continue at the present levels without a recession and/or slow down of any magnitude/significance.

2. The inflation rate assumed is 4.9% annually. The assumption compares to an actual increase of 4.9% for the Consumer Price Index (All Urban Wage Earners) for the Los Angeles-Long Beach-Anaheim SMSA for April, 1987 as compared to the prior April.

3. Population growth of the City will be minimal, increasing from the State estimated 48,489 on January 1, 1987 to 48,900 on January 1, 1992. This is an increase of only .8% in a five year period.

4. The community is 99.5% developed; therefore, it is estimated that after this fiscal year, new construction will approximate only $15 million annually.

5. There will not be any major redevelopment providing either added sales or property tax base.

APPROPRIATION LIMITS

The adopted Appropriation Limit for proceeds of taxes for 1987-88 is $11,968,689. Base upon an inflation rate of 3.8% and the population growth noted, the Appropriation limit is estimated as follows:

Year		Limit	Change	% Change
1987-88	Adopted	$11,968,682	389,075	3.36%
1988-89	Projected	12,464,742	496,060	4.14%
1989-90	Projected	12,964,997	500,255	4.01%
1990-91	Projected	13,478,371	513,374	3.96%
1991-92	Projected	14,004,871	526,505	3.91%
1992-93	Projected	14,544,498	539,621	3.85%

The requirements relative to the computation include the annual change in population and lower of either the percentage change between March preceding the beginning of the fiscal year and the prior March for the All Urban Consumer Price Index for the United States or the United States per capita income change from the fourth quarter of the year prior to the fiscal year as compared to the same prior period. Please note that the Appropriation requirements are for National Data rather that local data. The All Urban Wage Earner Consumer Price Index for April, 1987 as compared to the prior April increased 4.9% for the Los Angeles-Long Beach- Anaheim SMSA compared to an increase of 3.8% for all U.S. Cities.

REVENUES

General Fund revenues, in total, are anticipated to increase slightly under 5% annually. The total estimated revenues are shown in the following tabulation:

Year	Amount	Change	% Change	% of Limit
1987-88	$10,387,225			86.79%
1988-89	10,936,437	549,212	5.29%	87.74%
1989-90	11,475,585	539,148	4.93%	88.51%
1990-91	12,028,779	553,193	4.82%	89.25%
1991-92	12,624,906	596,128	4.96%	90.15%
1992-93	13,250,814	625,908	4.96%	91.11%

Property Taxes

Secured Property Taxes are increased annually by the 2% inflation factor permitted by Article XIIIA of the State Constitution, plus increased taxes from $15 million in new construction, plus an increase of 3% from new assessments resulting from property transfers. (1988-89 utilizes $25 million in new construction)

Unsecured Property Taxes are increased by the inflation rate.

Prior Year Tax receipts are estimated at 3.5% of the prior year secured property tax revenues (approximate rate of delinquency).

Penalties and Interest are estimated at 50% of prior year tax revenues.

Supplemental Tax roll receipts are increased 2% annually with the base adjusted for actual receipts in 1986-87.

Sales Taxes

Based upon the assumption of no additional major sales tax developments, the projected revenue is increased equal with the rate of inflation.

This method of estimating does not take into consideration possible declines in major/large ticket items such as autos. The economy can remain relatively stable with certain types of purchases influenced by such factors as lowered interest rates, rebates, etc that can effect sales substantially and thereby influence sales tax (up or down).

Motor Vehicle In Lieu

This revenue, a subvention from the state, derived from auto license revenues, is distributed on the basis of population. The City's population is assumed to be relatively stable, increasing .8% in five years. The per capita amount is increased annually at the rate of inflation plus 1%. The sales of new autos has a very substantial impact upon the amount of revenue to be distributed.

Business Licenses

The projected revenue from Business Licenses is anticipated to decline next year because of preliminary interpretation of the effect of the adoption of Proposition 62. Thereafter, the revenue is increased 1% annually in view of the assumption of no new commercial centers, etc.

All Other Revenues

Over the five year period, the aggregate of all other revenues is expected to increase a total of approximately $76,645, less than 1% annually. Within this category, franchise taxes are expected to increase at a rate approximately equal to inflation. However, investment earnings are not expected to increase as temporary cash balances are projected to remain reasonably consistent with past experience and interest rates are not anticipated to increase appreciably. The Supplemental Subvention from the State is programmed to expire. Trend lines indicate a declining revenue from State Cigarette Taxes, Homeowner Exemption Reimbursement and Trailer (Mobile Home) Licenses.

Please note that the estimated ratio of General Fund revenues in total to the appropriation limit increases almost 1% annually. The difference between projected revenues and the projected Appropriation Limit is shown in the following listing. From the projections, it appears that there is and will continue to be a sizable increase in revenues that could occur without exceeding the Limits.

1987-88	1,581,457
1988-89	1,528,305
1989-90	1,489,412
1990-91	1,449,593
1991-92	1,379,970
1992-93	1,293,684

EXPENDITURES

Personal Services

The projections for Personal Services (employee salaries, wages and benefits) are based on no increase in personnel financed by the General Fund.

Personal Services constitute about 71% of the total expenditures. Of this amount, approximately 67% is for Police and Fire personnel (or almost 50% of total expenditures for Police and Fire personnel costs).

Personal Services are projected to increase only slightly over the rate of inflation. This is considered to

be a very conservative (and perhaps understated) projection in view of long term nationwide historical trends in both the private and public sectors.

An additional cost included is the Federally mandated Medicare tax anticipated to be effective upon all personnel January 1, 1988. An estimated $68,183 is projected for 1987-88, increasing to $143,104 in 1988-89 with a full year of cost and increasing to $178,764 in the final year of the projection, 1992-93.

Industrial Injury Insurance and Group Medical Insurance are projected to increase only slightly over the rate of inflation. Historically, both of these costs have increased substantially over the rate of inflation. Therefore, this aspect of the projections for Personnel Services is also very conservative and likely understated as to cost.

Non Personal Expense

This category is increased at the assumed inflation rate. Historically, this method of projection is an understatement of probable costs. Included within the projection is the probable inclusion of local government paying federal taxes on gasoline, etc.

Capital Outlay

Capital Outlay is the purchase of equipment for operations, i.e. replacement radar equipment, fire hose, etc. The projected allocations for the projected years is computed as an increase equal to inflation. Major changes in expenditure requirements are not included, i.e. the changes in emergency communications, etc.

Capital Projects

For a number of years, the General Fund has not provided financing of any substance for Capital Projects. The lack of inclusion of Capital Projects has been totally because of financial constraints and not on the basis of a lack of need or justification. The allocations for Capital Projects continues at the approximately the present level adjusted for inflation.

Special Projects

A small $8,839 allocation is included in the 1987-88 budget; future allocations are included in the projections at the same level adjusted for inflation.

Contingency

Contingency allocations at less than 1.5% of net expenditures are included in the projections ($160,000 in 1988-89 to $193,741 in 1992-93).

Total Gross Expenditures

Based upon the above described projections of major categories, the total projected Gross General Fund Expenditures are shown in the following tabulation:

Fiscal Year	Personal Services	Non Personal Expense	Capital Outlay	All Other	Total
1987-88	9,472,707	3,519,436	91,228	168,375	13,251,746
1988-89	10,012,336	3,737,084	95,698	248,996	14,094,114
1989-90	10,584,856	3,967,572	100,387	261,197	14,914,012
1990-91	11,190,252	4,211,658	105,306	273,996	15,781,212
1991-92	11,830,415	4,470,146	110,466	287,421	16,698,448
1992-93	12,507,344	4,743,885	115,879	301,505	17,668,613

There are a great many expenditures that are very simply not included. For example, the Police emergency radio communication system throughout the County is overloaded. A replacement system County wide is estimated in the $40-50 million dollar range with the La Habra portion being in the general magnitude of $1,000,000. Even using borrowing capacity with a favorable interest rate and a term of 5-10 years, the financial requirements are substantial and absolutely necessary. There are more regulations almost on a daily basis relating to hazardous waste which will increase expense. The required seismic enforcement program will add to costs. The federal regulations relating to testing and providing for non-pollution of storm water runoff will likely be very expensive.

On a program basis, approximately 80% of expenditures are directly or indirectly supportive of Public Safety activities with Police, Fire and Paramedic services being by far the largest expenditure requirements.

DEDUCTION FROM GROSS EXPENDITURES

Deductions are made from Gross Expenditures by making transfers of expenses to other Funds. For example, an amount equal to revenues received from service fees and similar revenues is deducted. Likewise, a deduction of Allocated Costs is made to account for appropriate cost distribution of expenses allocated to other Funds and activities.

All deductions are increased at the rate of inflation. No new offsetting service fees are projected. On this basis, the projections are likely somewhat overstated. An overstatement of a deduction is the most liberal approach rather than a conservative approach.

An exception to the above statement relative to increases is a projected decrease in the amount of Traffic Safety monies available next fiscal year. The Traffic grant and similar non-reoccuring revenues are also deleted.

Fiscal Yr.	Deductions
1987-88	2,864,521
1988-89	2,871,897
1989-90	3,007,183
1990-91	3,148,870
1991-92	3,297,262
1992-93	3,452,678

NET EXPENDITURES

On the basis of the analyses included above for Gross Expenditures and the assumptions for deductions stated above, Net Expenditures are anticipated to increase between 6.08% and 6.24% annually. As indicated, there is an absence of funding available for known expenses, i.e. police emergency radio replacement. No personnel have been added although there is a demonstrated need for added maintenance personnel.

The projected Net Expenditures are shown in the following tabulations:

Fiscal Year	Net Expenditure	Annual Change	Percent Change	Over/ (Under) Revenues	Percent Approx. Limit
1987-88	10,387,225			0	86.79%
1988-89	11,222,217	834,992	8.04%	285,780	90.03%
1989-90	11,906,829	684,612	6.10%	431,243	91.84%
1990-91	12,632,342	725,513	6.09%	603,563	93.72%
1991-92	13,401,186	768,844	6.09%	776,280	95.69%
1992-93	14,215,935	814,749	6.08%	965,121	97.74%

There is a slight annual increase in the percentage use of the Appropriation Limit averaging about 2% annually. Again, it must be remembered that appropriations are held much lower than is desirable in terms of equipment and capital projects.

While the current year budget is balanced, and the projections indicate that the coming year budget may be balanced with severe undesirable restraints, the trend subsequently is one of unbalanced budgets with the trend becoming more pronounced.

To maintain the present level of service and flexibility (i.e. a small contingency allocation) the projections indicate that an additional $300,000 is estimated to be required in 1988-89, increasing to an estimated $965,000 in 1992-93. It must be clearly understood that these amounts appear to be minimums; these additions do not allow for substantial capital projects to be financed from the General Fund, or to allow for increased maintenance personnel, or for increased Public Safety personnel. It will be necessary to continue the examination of fees for services beyond the projected increases which would occur to keep pace with inflationary pressures.

ALTERNATIVES

The first alternative is to discourage or actively oppose additional commercial enterprises. A number of reasons can be advanced for this posture, i.e. traffic, competition with current businesses, non desirable outlets, etc. This alternative will, without a doubt, increase the difficulties which the City will experience in attempting to finance the present level of services and will not allow any expansion of basic and primary services.

The second alternative could be considered as the equivalent of the "no project" alternative of an Environmental Impact Report. This alternative would not entail an aggressive posture by the City to encourage additional commercial enterprises especially those of a "promotional nature". This alternative will most likely result in less commercial enterprises being added to the City's economy that might be obtained by an aggressive and cooperative posture. This alternative does not imply that no additional enterprises will occur as without doubt some will be added to the City. The likelihood is that fewer will be added and at a much slower pace. This posture also implies that the additions to the tax base are more likely to be smaller outlets and of smaller tax production. The result will be less financial resources available to the City and therefore a lessening of service levels.

The third basic alternative is for an aggressive posture of attracting additional commercial enterprises (and industrial concerns) especially those that are sales tax producers (although a balanced economy also requires service and professional enterprises). This posture can be minimally aggressive by an official policy of "welcome", Planning Commission and Council approvals, brochures, etc. This posture can be more aggressive by being willing to financially assist with projects that would not otherwise be economically sound and/or which are highly desirable. The latter posture recognizes that there is considerable competition for sales tax producers.

The Council has approved the last posture as its policy--that is an aggressive posture that can include financial incentives and innovation to attract desirable additions to the City's commercial tax base. To a large extent, this policy has not been tested within the financial context outlined herein. Examples of this type of commercial additions in the past have produced "split" decisions on necessary key items for proposed projects.

Alternatives available also include a reduction in expenditures. For example, the elimination of Capital Projects, Special Projects and Contingency allowances would bring the projections for 1988-89 to expenditures exceeding revenues of only $37,234; the trend of larger deficits continues, however, with the projected deficit in year five, 1998-93 of $663,617. Elimination of all Capital Outlay further reduces the deficit but not sufficient to achieve a balanced position.

The growth of the projected deficits are of such magnitude that a further elimination of such programs as those for Senior Citizens, Children's Museum, etc. does not achieve a balance between revenues and expenditures.

Another alternative available to achieve a balanced budget is the activation of a Landscape and Lighting Maintenance District. This is the use of a benefit assessment upon all property within the City for street lighting, parks, and median islands maintenance. The current budget for street lighting approximates $302,000; the budget for park maintenance is $548,760; the budget for street tree maintenance is $229,599. All or most of these costs could be offset by such a benefit assessment district including the entire city. The total of all three expenditures noted is $1,080,359.

COMMERCIAL DEVELOPMENTS

There are currently three possible larger commercial developments within the community that could occur within the next two or three years. The potential developers have indicated that they are not at the point of making even tentative plans public or offered for consideration and have specifically requested that their possible proposals not be discussed.

Within the context of this memorandum, this office believes that it can indicate the possible economic benefits without a violation of confidences. The benefits on a very preliminary estimated are shown in the tabulation below:

	Project A 189,500 S.F.	Project B 128,200 S.F.	Project C 102,000 S.F.	Totals 419,700 S.F.
	Revenue Projected in Thousands of Dollars			
1988-89	155-214			155-214
1989-90	217-299	72-101	57-76	346-476
1990-91	227-314	101-141	80-107	408-562
1991-92	239-330	106-148	84-112	429-590
1992-93	251-347	111-156	88-118	450-621

The above estimates may be substantially modified for example should one or more very promotional minded operations located within the developments.

There are two other possibilities for major rehabilitation and/or redevelopment of commercial developments. There has been substantial interest particularly in one area. Either project could add another $100,000 to $50,000 to the estimates shown above.

Also not included in any of the estimates noted above is Fashion Square Shopping Center. A center emphasizing the promotional type outlet could readily add upwards of $500,000 annually in sales tax to the City's revenues.

CONCLUSION

Should all the above indicated commercial developments actually occur, it would appear that the City would approximate its limit of proceeds of taxes. It would also appear that it would not be necessary to enact such revenue items as benefit assessment districts within the next five years (or more). It would further appear that the revenues produced would be sufficient to maintain service levels at approximately those rendered now without substantial changes.

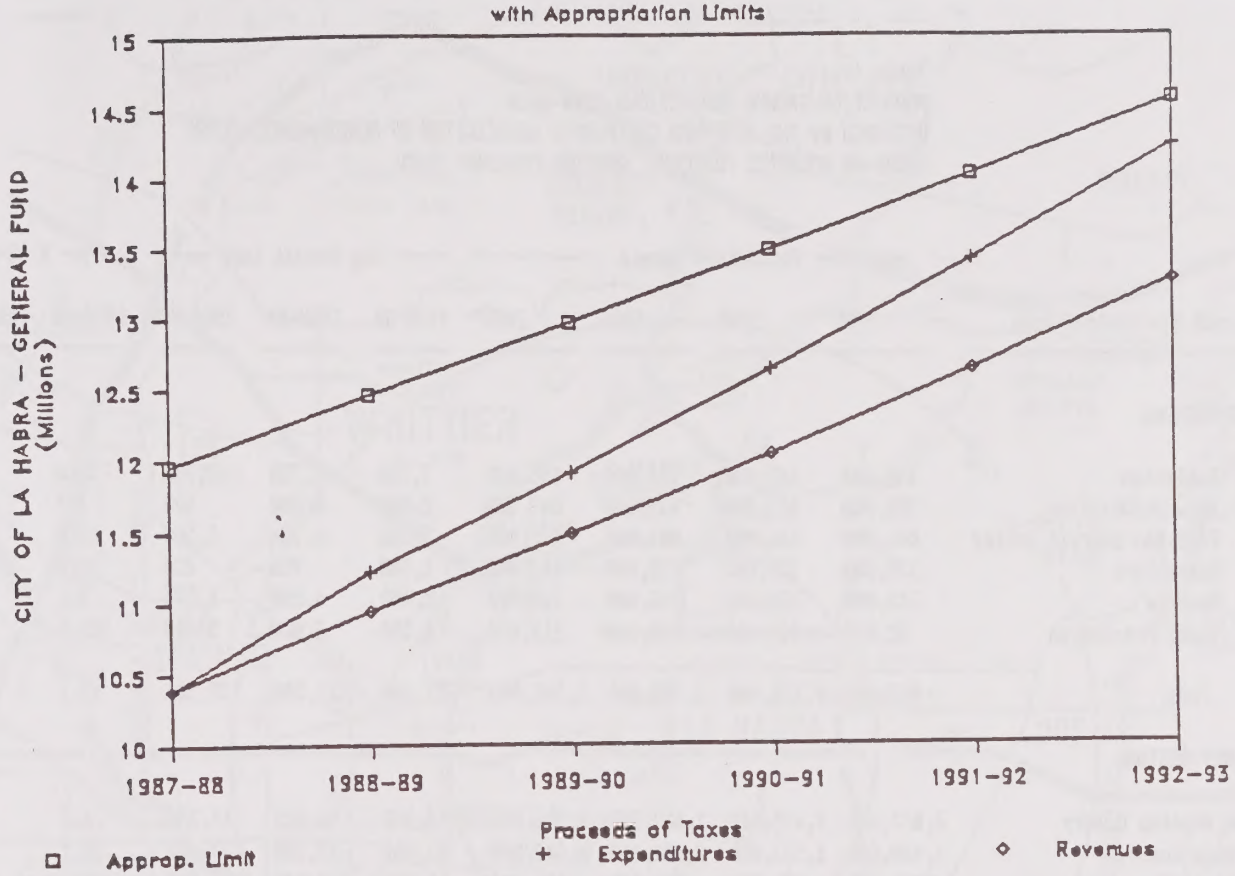
The addition of the commercial centers noted would not appear to be sufficient to expand Capital Projects by any significant margin. A number of capital needs would remain to be financed by other means than through the General Fund.

Without the expansion of the commercial base along the lines described above, within the very near future, the City will find itself in a position of having to reduce service levels with such reductions including services rendered in the public safety category.

APPENDIX A

PROJECTED REVENUE & EXPENDITURES

with Appropriation Limits



PROJECTED REVENUE & EXPENDITURES

with Appropriation Limits

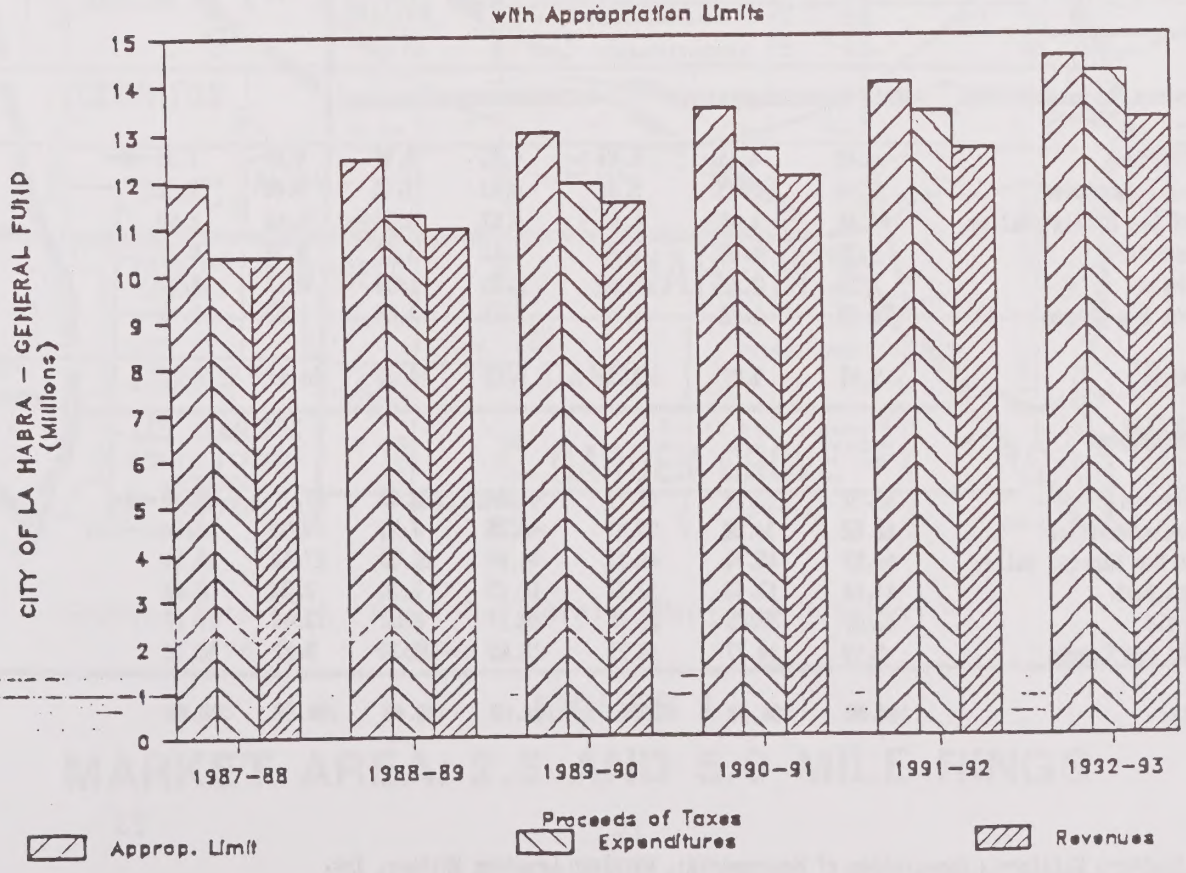


Table A1a

POPULATION GROWTH PROJECTIONS 1970-2000

PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)

(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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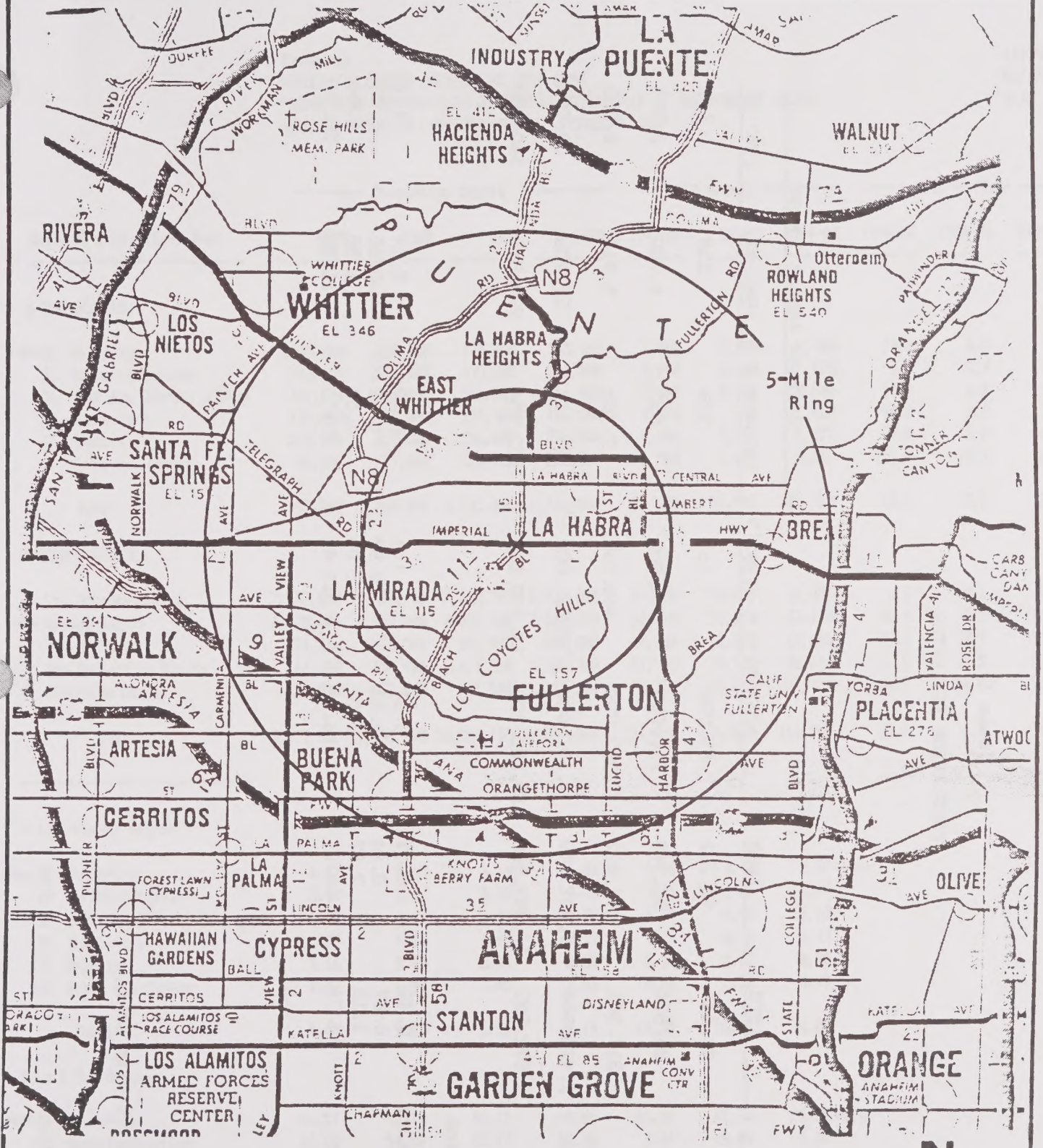
Regional Statistical Area	Population Counts				Avg Annual Incr			% 10-Yr Incr		
	1970	1980	1984	2000	1970-80	1980-84	1984-00	1970-80	1980-84	1984-00
6 SUB-REGIONS										
36 Fullerton	145,000	169,000	178,000	195,000	7,500	8,750	2,500	17.0	6.8	7.3
22 Norwalk/Whittier	593,000	615,000	639,000	649,000	2,200	6,000	625	3.7	3.9	1.6
26 East San Gabriel Valley	441,000	516,000	551,000	591,000	7,500	8,750	2,500	17.0	6.8	7.3
35 Buena Park	139,000	156,000	159,000	163,000	1,700	750	250	12.2	1.9	2.5
37 Anaheim	315,000	339,000	356,000	378,000	2,400	4,250	1,375	7.6	5.0	6.2
41 Santa Ana Canyon	52,000	117,000	129,000	210,000	6,500	3,000	5,063	125.0	10.3	62.8
Total	947,000	1,128,000	1,195,000	1,342,000	27,800	31,500	12,313	19.1	5.9	12.3
5-COUNTY REGION										
Los Angeles County	7,037,600	7,478,400	7,862,700	8,524,000	44,080	96,075	41,331	6.3	5.1	8.4
Orange County	1,420,600	1,933,000	2,066,400	2,602,000	51,240	33,350	33,475	36.1	6.9	25.9
Ventura County	378,600	528,500	588,000	800,800	14,990	12,875	13,800	39.6	9.7	38.1
San Bernardino County	681,600	894,000	1,014,500	1,536,300	21,240	30,125	32,613	31.2	13.5	51.4
Riverside County	459,400	663,000	757,500	1,201,500	20,360	23,625	27,750	44.3	14.[illegible]	58.6
Total	9,977,800	11,496,900	12,281,100	14,664,600	151,910	196,050	148,969	15.2	6.8	19.4
% to 5-County Region										
36 Fullerton	4.42	4.49	4.49	4.83	4.94	4.46	1.68			
22 Norwalk/Whittier	5.94	5.35	5.20	4.43	1.45	3.06	0.42			
26 East San Gabriel Valley	4.42	4.49	4.49	4.83	4.94	4.46	1.68			
35 Buena Park	1.39	1.36	1.29	1.11	1.12	0.38	0.17			
37 Anaheim	3.16	2.95	2.90	2.58	1.58	2.17	0.92			
41 Santa Ana Canyon	0.52	1.02	1.05	1.43	4.28	1.53	3.40			
Total	9.49	9.81	9.73	9.15	18.30	16.07	8.27			
% to 6 Sub-Regions										
36 Fullerton	46.57	45.74	46.11	44.84	26.98	27.78	20.30			
22 Norwalk/Whittier	62.62	54.52	53.47	48.36	7.91	19.05	5.08			
26 East San Gabriel Valley	46.57	45.74	46.11	44.84	26.98	27.78	20.30			
35 Buena Park	14.68	13.83	13.31	12.15	6.12	2.38	2.03			
37 Anaheim	33.26	30.05	29.79	28.17	8.63	13.49	11.17			
41 Santa Ana Canyon	5.49	10.37	10.79	15.65	23.38	9.52	41.12			
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00			

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.



Source: Auto Club of So. California (Map) and Natelson - Levander - Whitney

FIGURE 1

MARKET AREA: 2.5 AND 5.0 MILE RINGS

Table 1

POPULATION ESTIMATES

	1970	1980	1987[a]	1997[b]	Average Annual Income 1970-80	1980-87	1987-97
City of La Habra	41,844	45,232	49,000	(c)	339	538	(c)
2 1/2-Mile Ring	86,834	96,349	110,000	130,000	952	1,950	2,000
5-Mile Ring	317,582	341,632	383,000	448,000	2,405	5,910	6,500
Orange County	1,420,384	1,932,709	2,196,000	2,526,000	51,233	37,233	33,000
5-County Region	9,972,032	11,497,568	13,100,000	14,500,000	152,554	228,919	140,000
% To 5-County Region							
City of La Habra	0.42	0.39	0.37	(c)	0.22	0.24	(c)
2 1/2-Mile	0.87	0.84	0.84	0.90	0.62	0.85	1.43
5-Mile	3.18	2.97	2.92	3.09	1.58	2.58	4.64
Orange County	14.24	16.81	16.76	17.42	33.58	16.26	23.57

(a) Estimated
(b) Projected
(c) Not projected at this level

Source: Bureau of the Census and Natelson Levander Whitney, Inc.

Table A1a
POPULATION GROWTH PROJECTIONS 1970-2000
PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)
(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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Regional Statistical Area	Population Counts 1970	1980	1984	2000	Avg Annual Incr 1970-80	1980-84	1984-00	% 10-Yr Incr 1970-80	1980-84	1984-0
6 SUB-REGIONS										
36 Fullerton	145,000	169,000	178,000	195,000	7,500	8,750	2,500	17.0	6.8	7.
22 Norwalk/Whittier	593,000	615,000	639,000	649,000	2,200	6,000	625	3.7	3.9	1.
26 East San Gabriel Valley	441,000	516,000	551,000	591,000	7,500	8,750	2,500	17.0	6.8	7.
35 Buena Park	139,000	156,000	159,000	163,000	1,700	750	250	12.2	1.9	2.
37 Anaheim	315,000	339,000	356,000	378,000	2,400	4,250	1,375	7.6	5.0	6.
41 Santa Ana Canyon	52,000	117,000	129,000	210,000	6,500	3,000	5,063	125.0	10.3	62.
Total	947,000	1,128,000	1,195,000	1,342,000	27,000	31,500	12,313	19.1	5.9	12.
5-COUNTY REGION										
Los Angeles County	7,037,600	7,478,400	7,862,700	8,524,000	44,080	96,075	41,331	6.3	5.1	8.4
Orange County	1,420,600	1,933,000	2,066,400	2,602,000	51,240	33,350	33,475	36.1	6.9	25.9
Ventura County	378,600	528,500	568,000	800,000	14,990	12,875	13,000	39.6	9.7	38.1
San Bernardino County	681,600	894,000	1,014,500	1,536,300	21,240	30,125	32,613	31.2	13.5	51.4
Riverside County	459,400	663,000	757,500	1,201,500	20,360	23,625	27,750	44.3	14.3	58.6
Total	9,977,800	11,496,900	12,281,100	14,664,600	151,910	196,050	148,969	15.2	6.8	19.4
% to 5-County Region										
36 Fullerton	4.42	4.49	4.49	4.03	4.94	4.46	1.68			
22 Norwalk/Whittier	5.94	5.35	5.20	4.43	1.45	3.06	0.42			
26 East San Gabriel Valley	4.42	4.49	4.49	4.03	4.94	4.46	1.68			
35 Buena Park	1.39	1.36	1.29	1.11	1.12	0.38	0.17			
37 Anaheim	3.16	2.95	2.90	2.58	1.58	2.17	0.92			
41 Santa Ana Canyon	0.52	1.02	1.05	1.43	4.28	1.53	3.40			
Total	9.49	9.81	9.73	9.15	18.30	16.07	8.27			
% to 6 Sub-Regions										
36 Fullerton	46.57	45.74	46.11	44.04	26.98	27.78	20.30			
22 Norwalk/Whittier	62.62	54.52	53.47	48.36	7.91	19.05	5.08			
26 East San Gabriel Valley	46.57	45.74	46.11	44.04	26.98	27.78	20.30			
35 Buena Park	14.68	13.83	13.31	12.15	6.12	2.38	2.03			
37 Anaheim	33.26	30.05	29.79	28.17	8.63	13.49	11.17			
41 Santa Ana Canyon	5.49	10.37	10.79	15.65	23.38	9.52	41.12			
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00			

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.

Table A1b
HOUSING GROWTH PROJECTIONS 1970-2000
PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)
(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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Regional Statistical Area	Housing Units 1970	Housing Units 1980	Housing Units 1984	Housing Units 2000	Avg Annual Incr 1970-80	Avg Annual Incr 1980-84	Avg Annual Incr 1984-00	% 10-Yr Incr 1970-80	% 10-Yr Incr 1980-84	% 10-Yr Incr 1984-
6 SUB-REGIONS										
→ 36 Fullerton	46,000	65,000	68,000	77,000	1,900	750	563	41.3	4.6	13.
22 Norwalk/Whittier	181,000	289,000	213,000	230,000	2,800	1,000	1,063	15.5	1.9	8.
26 East San Gabriel Valley	121,000	162,000	171,000	192,000	4,100	2,250	1,313	33.9	5.6	12.
35 Buena Park	39,000	52,000	53,000	58,000	1,300	250	313	33.3	1.9	9.
37 Anaheim	98,000	125,000	128,000	142,000	2,700	750	875	27.6	2.4	10.
41 Santa Ana Canyon	15,000	39,000	43,000	75,000	2,400	1,000	2,000	160.0	10.3	74.
Total	500,000	652,000	676,000	774,000	15,200	6,000	6,125	30.4	3.7	14.
5-COUNTY REGION										
Los Angeles County	2,538,000	2,857,100	2,923,600	3,329,900	31,910	16,625	25,394	12.6	2.3	13.
→ Orange County	462,000	721,000	760,100	1,017,000	25,820	9,775	16,056	55.8	5.4	33.
Ventura County	111,900	183,500	196,600	303,600	7,160	3,275	6,688	64.0	7	54.
San Bernardino County	251,800	378,100	408,600	653,800	11,830	9,625	15,325	47.0	10	60.
Riverside County	172,600	294,800	326,000	541,900	12,220	7,800	13,494	70.8	10.6	66.
Total	3,537,100	4,426,500	4,614,900	5,846,200	88,940	47,100	76,956	25.1	4.3	26.
% to 5-County Region										
→ 36 Fullerton	1.30	1.47	1.47	1.32	2.14	1.59	0.73 ←			
22 Norwalk/Whittier	5.12	4.72	4.62	3.93	3.15	2.12	1.38			
26 East San Gabriel Valley	3.42	3.66	3.71	3.28	4.61	4.78	1.71			
35 Buena Park	1.10	1.17	1.15	0.99	1.46	0.53	0.41			
37 Anaheim	2.77	2.82	2.77	2.43	3.04	1.59	1.14			
41 Santa Ana Canyon	0.42	0.88	0.93	1.28	2.70	2.12	2.60			
Total	14.14	14.73	14.65	13.24	17.09	12.74	7.96			
% to 6 Sub-Regions										
→ 36 Fullerton	9.20	9.97	10.06	9.95	12.50	12.50	9.18 ←			
22 Norwalk/Whittier	36.20	32.06	31.51	29.72	18.42	16.67	17.35			
26 East San Gabriel Valley	24.20	24.85	25.30	24.81	26.97	37.50	21.43			
35 Buena Park	7.80	7.98	7.84	7.49	8.55	4.17	5.10			
37 Anaheim	19.60	19.17	18.93	18.35	17.76	12.50	14.29			
41 Santa Ana Canyon	3.00	5.98	6.36	9.69	15.79	16.67	32.65			
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00			

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.

Table A1c
EMPLOYMENT GROWTH PROJECTIONS 1970-2000
PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)
(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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Regional Statistical Area	Employment Counts				Avg Annual Incr			% Incr		
	1970	1980	1984	2000	1970-80	1980-84	1984-00	1970-80	1980-84	1984-00
6 SUB-REGIONS										
36 Fullerton	N/A	100,600	103,900	121,600	N/A	825	1,106	N/A	3.3	17.0
22 Norwalk/Whittier		261,100	261,700	306,100		150	2,775		0.2	17.0
26 East San Gabriel Valley		165,400	165,400	209,400		0	2,750		0.0	26.6
35 Buena Park		55,200	62,400	80,200		1,800	1,113		13.0	28.5
37 Anaheim		146,000	165,300	199,000		4,825	2,106		13.2	20.4
41 Santa Ana Canyon		54,900	62,400	85,900		1,875	1,469		13.7	37.7
Total		783,200	821,100	1,002,200		9,475	11,319		4.8	22.1
5-COUNTY REGION										
Los Angeles County	N/A	3,940,200	3,979,700	4,747,800	N/A	9,875	48,006	N/A	1.0	19.3
Orange County		915,400	1,039,600	1,431,400		31,050	24,488		13.6	37.7
Ventura County		183,600	200,300	327,300		4,175	7,938		9.1	63.4
San Bernardino County		284,600	297,100	594,200		3,125	18,569		4.4	100.0
Riverside County		214,600	223,700	481,800		2,275	16,131		4.2	115.4
Total		5,538,400	5,740,400	7,582,500		50,500	115,131		3.6	32.1
% to 5-County Region										
36 Fullerton	N/A	1.82	1.81	1.60	N/A	1.63	0.96			
22 Norwalk/Whittier		4.71	4.56	4.04		0.30	2.41			
26 East San Gabriel Valley		2.99	2.88	2.76		0.00	2.39			
35 Buena Park		1.00	1.09	1.06		3.56	0.97			
37 Anaheim		2.64	2.88	2.62		9.55	1.83			
41 Santa Ana Canyon		0.99	1.09	1.13		3.71	1.28			
Total	N/A	14.14	14.38	13.22	N/A	18.76	9.83			
% to 6 Sub-Regions										
36 Fullerton	N/A	12.84	12.65	12.13	N/A	8.71	9.77			
22 Norwalk/Whittier		33.34	31.87	30.54		1.58	24.52			
26 East San Gabriel Valley		21.12	20.14	20.89		0.00	24.30			
35 Buena Park		7.05	7.60	8.00		19.00	9.83			
37 Anaheim		18.64	20.13	19.86		50.92	18.61			
41 Santa Ana Canyon		7.01	7.60	8.57		19.79	12.98			
Total		100.00	100.00	100.00		100.00	100.00			

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.

Table A1d
RATIO ANALYSIS OF POPULATION, HOUSING & EMPLOYMENT GROWTH PROJECTIONS 1970-2000
PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)
(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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Regional Statistical Area	1970	1980	1984	2000	Avg Annual Incr 1970-80	Avg Annual Incr 1980-84	Avg Annual Incr 1984-00
POPULATION PER HOUSING UNIT (#)							
6 Sub-Regions							
→ 36 Fullerton	9.587	7.938	8.183	7.675	3.947	11.667	4.444 ←
22 Norwalk/Whittier	3.276	2.943	3.000	2.822	0.786	6.000	0.588
26 East San Gabriel Valley	3.645	3.185	3.222	3.078	1.829	3.889	1.985
35 Buena Park	3.564	3.000	3.000	2.810	1.308	3.000	0.800
37 Anaheim	3.214	2.712	2.781	2.662	0.889	5.667	1.571
41 Santa Ana Canyon	3.467	3.000	3.000	2.800	2.708	3.000	2.531
Total	1.894	1.738	1.768	1.734	1.829	5.250	2.010
Los Angeles County	2.773	2.617	2.689	2.560	1.381	5.779	1.628
5-County Region	2.821	2.597	2.661	2.508	1.708	4.162	1.936
EMPLOYMENT PER CAPITA (%)							
6 Sub-Regions							
→ 36 Fullerton	N/A	19.5	18.9	20.6	N/A	9.4	44.3 ←
22 Norwalk/Whittier		42.5	41.8	47.2		2.5	444.8
26 East San Gabriel Valley		32.1	30.8	35.4		8.8	110.8
35 Buena Park		35.4	39.2	49.2		248.8	445.8
37 Anaheim		43.1	46.4	52.6		113.5	153.2
41 Santa Ana Canyon		46.9	48.4	48.9		62.5	29.8
Total		69.4	68.7	74.7		38.1	91.9
Los Angeles County		52.7	50.6	55.7		18.3	116.2
5-County Region		48.2	46.7	51.7		25.8	77.3
EMPLOYMENT PER HOUSING UNIT (#)							
6 Sub-Regions							
→ 36 Fullerton	N/A	1.548	1.528	1.579	N/A	1.100	1.967 ←
22 Norwalk/Whittier		1.249	1.229	1.331		0.150	2.612
26 East San Gabriel Valley		1.021	0.967	1.091		0.800	2.095
35 Buena Park		1.062	1.177	1.383		7.200	3.560
37 Anaheim		1.168	1.291	1.481		6.433	2.487
41 Santa Ana Canyon		1.488	1.451	1.145		1.875	0.734
Total		1.201	1.215	1.295		1.579	1.848
Los Angeles County		1.379	1.361	1.426		0.594	1.890
5-County Region		1.251	1.244	1.297		1.072	1.496

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.

Table A1e

REGIONAL SHARE ANALYSIS OF POPULATION, HOUSING & EMPLOYMENT GROWTH PROJECTIONS 1970-2000
PREPARED BY THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)
(SCAG-82 MODIFIED FORECAST, ADOPTED FEBRUARY 1985)

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Regional Statistical Area	1970	1980	1984	2000	Avg Annual Incr 1970-80	Avg Annual Incr 1980-84	Avg Annual Incr 1984-00
% EMPLOYMENT SHARE TO POPULATION SHARE							
6 Sub-Regions							
→ 36 Fullerton	N/A	48.5	48.3	39.8	N/A	36.6	57.3 ←
22 Norwalk/Whittier		88.1	87.6	91.2		9.7	574.5
26 East San Gabriel Valley		66.5	64.2	68.5		0.0	142.3
35 Buena Park		73.5	84.0	95.2		931.7	575.8
37 Anaheim		89.4	99.3	101.8		448.7	198.2
41 Santa Ana Canyon		97.4	103.5	79.1		242.6	37.5
Total		144.1	147.0	144.4		116.8	118.9
5-County Region		100.0	100.0	100.0		100.0	100.0
% HOUSING SHARE TO POPULATION SHARE							
6 Sub-Regions							
→ 36 Fullerton	29.4	32.7	32.8	32.7	43.3	35.7	43.6 ←
22 Norwalk/Whittier	86.1	88.3	88.7	88.9	N/A	69.4	329.1
26 East San Gabriel Valley	77.4	81.5	82.6	81.5	93.4	107.0	101.6
35 Buena Park	79.1	86.6	88.7	89.3	138.6	138.7	242.0
37 Anaheim	87.8	95.8	95.7	94.2	192.2	73.5	123.2
41 Santa Ana Canyon	81.4	86.6	88.7	89.6	63.1	138.7	76.5
Total	148.9	158.1	158.5	144.7	93.4	79.3	96.3
5-County Region							

Source: Southern California Association of Governments; Natelson Levander Whitney, Inc.

Table A2a
POPULATION AND HOUSEHOLD GROWTH
-LOCAL AND REGIONAL COMPARISONS-

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	—Beach & Imperial— 2.5-Mile Ring	5-Mile Ring	City of La Habra	Orange County	Los Angeles 5-County Region
POPULATION					
1970	86,834	317,582	41,844	1,420,384	9,972,832
1980	96,349	341,632	45,232	1,932,709	11,497,568
1986 (Est.)	108,759	376,887	49,793	2,163,739	12,971,450
% Increase 1970-1980	10.96	7.57	8.10	36.07	15.30
% Increase 1980-1986	12.88	10.32	10.08	11.95	12.82
Avg Ann Incr 1970-1980	952	2,405	339	51,233	152,554
Avg Ann Incr 1980-1986	2,068	5,876	760	38,505	245,647
HOUSEHOLDS					
1970	24,751	91,900	12,601	436,120	3,337,090
1980	33,279	115,490	16,225	686,267	4,141,097
1986 (Est.)	39,815	133,819	18,435	797,814	4,856,859
% Increase 1970-1980	34.46	25.67	28.76	57.36	24.09
% Increase 1980-1986	17.24	15.18	13.62	16.25	17.27
Avg Ann Incr 1970-1980	853	2,359	362	25,015	80,401
Avg Ann Incr 1980-1986	1,208	3,690	465	23,484	150,518
POPULATION PER HOUSEHOLD					
1970	3.51	3.46	3.32	3.26	2.99
1980	2.90	2.96	2.79	2.82	2.78
1986 (Est.)	2.79	2.83	2.70	2.71	2.67
On Increase 1970-1980	1.12	1.02	0.93	2.05	1.90
On Increase 1980-1986	1.71	1.59	1.63	1.64	1.63
POPULATION PER SQUARE MILE: 1986					
# Square Miles	19.64	78.54			
Population Per Sq Mi	5,539	4,799		7,000 to 8,000 (Prototypical Urban)	

Source: Urban Decision Systems, Inc. and Natelson Levander Whitney, Inc.

Table A2b
RESIDENT INCOMES—1986

1123UDS
08/20/87
SL90

	—Beach & Imperial— 2.5-Mile Ring	5-Mile Ring	City of La Habra	Orange County	Los Angeles 5-County Region
# FAMILIES	29,988	101,185	13,458	557,187	3,275,925
FAMILY INCOME DISTRIBUTION (%)					
Under $10,000	6.8	6.9	7.8	7.4	12.1
$10,000 - $19,999	11.4	13.5	14.5	14.2	19.1
$20,000 - $29,999	15.6	17.9	18.1	17.8	19.5
$30,000 - $39,999	17.3	18.1	18.1	17.4	15.6
$40,000 - $49,999	16.5	15.6	14.9	15.1	12.3
$50,000 - $74,999	22.5	19.0	18.0	19.3	14.1
$75,000 & Over	10.7	9.0	8.6	9.6	7.3
Total	100.0	100.0	100.0	100.0	100.0
MEDIAN FAMILY INCOME ($)	39,840	36,422	35,225	36,600	29,668
AVERAGE FAMILY INCOME ($)	46,194	42,629	42,588	43,065	36,366
PER CAPITA INCOME ($)	14,716	13,449	13,644	14,132	12,826
% TO 5-COUNTY REGION					
Median Family Income	134.3	122.8	118.7	123.4	100.0
Average Family Income	127.0	117.2	117.1	118.4	100.0
Per Capita Income	122.4	111.8	113.5	117.5	100.0
Under $20,000 Income	55.8	65.4	71.5	69.2	100.0
$50,000-Plus Income	155.1	130.8	124.3	135.0	100.0
$75,000-Plus Income	146.6	123.3	117.8	131.5	100.0

Source: Urban Decision Systems, Inc. and Natelson Levander Whitney, Inc.

Table A3
POPULATION & HOUSING GROWTH
REGIONAL & SUB-REGIONAL ANALYSIS
—INCORPORATED CITIES ONLY IN SUB-REGIONS—

1123SDF1
06/17/87
SL90

	1981	1982	1983	1984	1985	1986	Annual Increase..... 1981-82	1982-83	1983-84	1984-85	1985-86	5-Year Average
POPULATION												
Eight-City Area												
La Habra	46,831	46,526	47,172	47,546	47,412	48,192	495	646	374	(134)	780	432
Anaheim	222,324	227,006	229,488	232,687	234,700	237,506	4,682	2,482	3,199	2,013	2,806	3,036
Brea	30,106	31,155	31,452	31,828	32,071	32,800	1,049	297	376	243	729	539
Buena Park	64,231	63,984	64,678	65,078	64,812	65,699	(247)	694	400	(266)	887	294
Fullerton	102,976	104,411	105,659	107,325	107,651	109,319	1,435	1,248	1,666	326	1,668	1,269
La Habra Hts	4,831	4,901	4,963	5,013	5,053	5,178	70	62	50	40	125	69
La Mirada	40,657	40,709	40,870	41,007	41,170	41,998	52	161	137	163	828	268
Whittier	68,380	68,985	69,639	70,221	70,465	71,944	605	654	582	244	1,479	713
Total	579,536	587,677	593,921	600,705	603,334	612,636	8,141	6,244	6,784	2,629	9,302	6,620
Five-County Region												
Los Angeles County	7,532,245	7,637,330	7,761,559	7,861,344	7,952,682	8,155,300	105,085	124,229	99,785	91,338	202,618	124,611
Orange County	1,966,625	2,005,981	2,037,120	2,063,934	2,088,350	2,145,700	39,356	31,139	26,814	24,416	57,350	35,815
San Bernardino County	919,106	953,183	984,692	1,016,996	1,053,771	1,110,500	34,077	31,509	32,304	36,775	56,729	38,279
Riverside County	680,343	704,412	729,754	760,533	794,774	838,500	24,069	25,342	30,779	34,241	43,726	31,631
Ventura County	538,382	552,079	566,262	578,903	589,499	606,100	13,777	14,183	12,641	10,596	16,601	13,560
TOTAL 5-COUNTY	11,636,621	11,852,985	12,079,387	12,281,710	12,479,076	12,856,100	216,364	226,482	202,323	197,366	377,024	243,896

Continued next page.....

Table A3 (Continued.....page 2)
POPULATION & HOUSING GROWTH
REGIONAL & SUB-REGIONAL ANALYSIS
—INCORPORATED CITIES ONLY IN SUB-REGIONS—

1123SDF1
06/17/87
SL90

	1981	1982	1983	1984	1985	1986	Annual Increase..... 1981-82	1982-83	1983-84	1984-85	1985-86	5-Year Average
MULTIPLE-FAMILY HOUSING UNITS												
Eight-City Area												
La Habra	6,473	6,583	6,615	6,663	6,876	6,947	110	32	48	213	71	95
Anaheim	37,371	37,641	37,480	38,088	38,659	39,178	270	(241)	608	571	519	361
Brea	3,356	3,356	3,356	3,356	3,374	3,496	0	0	0	18	122	28
Buena Park	7,207	7,214	7,317	7,346	7,428	7,656	7	103	29	82	228	90
Fullerton	15,556	15,679	15,716	15,714	15,964	16,105	123	37	(2)	250	141	110
La Habra Hts	74	74	74	74	74	74	0	0	0	0	0	0
La Mirada	1,889	1,895	1,913	1,913	1,983	1,987	86	18	0	70	4	36
Whittier	7,936	7,972	7,985	7,995	8,095	8,192	36	13	10	100	97	51
Total	79,782	80,414	80,376	81,149	82,453	83,635	632	(38)	773	1,304	1,182	771
Five-County Region												
Los Angeles County	1,228,126	1,232,797	1,242,935	1,252,489	1,264,528	1,286,783	12,671	10,138	9,554	12,039	22,255	13,331
Orange County	253,416	256,724	259,288	263,358	270,342	277,516	3,308	2,564	4,070	6,984	7,174	4,820
San Bernardino County	65,890	68,758	70,783	73,438	80,292	88,850	2,868	2,025	2,647	6,862	8,558	4,592
Riverside County	58,743	61,799	62,948	64,766	68,261	73,334	3,056	1,149	1,818	3,495	5,073	2,918
Ventura County	43,132	43,994	44,336	45,170	45,973	47,852	862	342	834	803	1,879	944
TOTAL 5-COUNTY	1,641,307	1,664,072	1,680,290	1,699,213	1,729,396	1,774,335	22,765	16,218	18,923	30,183	44,939	26,606

Continued on next page.....

Table A3 (Continued.....page 3)
POPULATION & HOUSING GROWTH
REGIONAL & SUB-REGIONAL ANALYSIS
—INCORPORATED CITIES ONLY IN SUB-REGIONS—

1123SDF1
06/17/87
SL90

	1981	1982	1983	1984	1985	1986	Annual Increase..... 1981-82	1982-83	1983-84	1984-85	1985-86	5-Year Average
TOTAL HOUSING UNITS												
Eight-City Area												
La Habra	17,531	17,668	17,767	17,816	18,025	18,086	137	99	49	209	61	111
Anaheim	83,672	84,589	84,638	85,653	86,654	87,340	917	41	1,023	1,001	686	734
Brea	12,058	12,389	12,406	12,488	12,620	12,860	331	17	74	140	240	160
Buena Park	22,084	22,137	22,325	22,367	22,496	22,888	53	188	42	129	312	145
Fullerton	40,277	40,748	40,928	41,128	41,549	41,785	471	180	200	421	236	382
La Habra Hts	1,569	1,588	1,597	1,615	1,636	1,656	19	9	18	21	20	17
La Mirada	12,534	12,620	12,640	12,678	12,749	12,788	86	20	38	71	39	51
Whittier	27,526	27,548	27,757	27,761	27,920	28,005	22	209	4	159	85	96
Total	217,251	219,287	220,058	221,498	223,649	225,328	2,036	763	1,448	2,151	1,679	1,615
Five-County Region												
Los Angeles County	2,875,226	2,894,754	2,907,925	2,923,683	2,944,158	2,976,897	19,528	13,171	15,678	20,555	31,939	20,174
Orange County	735,843	746,891	752,389	760,118	773,418	788,561	11,048	6,298	7,729	13,300	15,143	10,704
San Bernardino County	379,687	390,725	398,821	408,583	426,748	446,174	11,118	7,296	10,562	18,165	19,426	13,313
Riverside County	302,282	311,971	317,585	326,297	342,067	360,419	9,689	5,614	8,712	15,770	18,352	11,627
Ventura County	187,680	191,906	193,739	196,636	200,729	205,928	4,226	1,833	2,897	4,093	5,199	3,650
TOTAL 5-COUNTY	4,479,838	4,535,447	4,569,659	4,615,237	4,687,120	4,777,179	55,609	34,212	45,578	71,883	90,059	59,468

SOURCE: State Department of Finance; Natelson Levander Whitney, In

Table A4a
RESIDENTIAL BUILDING PERMIT ACTIVITY

1123SPB
06/17/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
SINGLE-FAMILY.....								
Number of Units								
Eight-City Area								
La Habra	39	10	6	184	73	8	18	48
Anaheim	713	238	375	446	539	621	252	455
Brea	300	59	39	153	130	123	4	115
Buena Park	16	71	2	53	54	81	98	54
Fullerton	194	157	184	39	20	13	24	90
La Habra Hts	11	19	13	18	22	26	24	19
La Mirada	42	257	0	183	2	37	4	64
Whittier	21	10	11	34	104	29	28	34
Total	1,336	821	630	1,030	944	938	452	879
Five-County Region								
Orange County	6,974	4,340	2,859	7,457	9,227	8,800	9,521	7,025
Los Angeles County	8,314	6,360	4,323	9,799	12,340	13,930	16,649	10,247
Riverside County	5,613	4,784	3,893	10,423	12,725	8,674	14,117	8,604
San Bernardino County	6,219	5,162	4,379	7,993	10,242	10,933	19,777	9,244
Ventura County	2,845	1,880	687	2,305	2,493	3,187	4,982	2,626
Total	29,965	22,534	16,141	37,977	47,027	45,532	65,046	37,746
% to Five-County Region								
Eight-City Area								
La Habra	0.13%	0.04%	0.04%	0.48%	0.16%	0.02%	0.03%	0.13%
Anaheim	2.38%	1.06%	2.32%	1.17%	1.15%	1.36%	0.39%	1.40%
Brea	1.00%	0.26%	0.24%	0.40%	0.28%	0.27%	0.01%	0.35%
Buena Park	0.05%	0.32%	0.01%	0.14%	0.11%	0.18%	0.15%	0.14%
Fullerton	0.65%	0.70%	1.14%	0.10%	0.04%	0.03%	0.04%	0.38%
La Habra Hts	0.04%	0.08%	0.08%	0.05%	0.05%	0.06%	0.04%	0.06%
La Mirada	0.14%	1.14%	0.00%	0.27%	0.00%	0.08%	0.01%	0.23%
Whittier	0.07%	0.04%	0.07%	0.09%	0.22%	0.06%	0.04%	0.09%
Total	4.46%	3.64%	3.90%	2.71%	2.01%	2.06%	0.69%	2.78%

Continued on next page.....

Table A4a (Continued.....page 2)
RESIDENTIAL BUILDING PERMIT ACTIVITY

1123SPB
06/17/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
MULTIPLE-FAMILY.....								
Number of Units								
Eight-City Area								
La Habra	110	42	32	94	0	42	333	93
Anaheim	270	153	695	624	573	1,832	1,200	650
Brea	17	0	40	24	0	122	15	31
Buena Park	21	106	7	59	169	154	185	100
Fullerton	85	50	42	266	440	182	387	196
La Habra Hts	0	0	0	0	0	0	0	0
La Mirada	68	306	0	70	4	8	0	65
Whittier	77	36	13	35	53	98	186	71
Total	648	693	829	1,172	1,239	1,638	2,226	1,206
Five-County Region								
Orange County	3,835	5,069	2,410	5,433	7,198	10,106	14,162	6,888
Los Angeles County	20,446	15,400	9,440	17,568	24,682	39,371	49,592	25,203
Riverside County	2,258	1,468	771	2,247	7,605	8,734	9,213	4,614
San Bernardino County	2,120	1,727	1,750	3,941	8,934	12,845	14,740	6,465
Ventura County	1,280	761	511	1,233	2,372	2,744	2,127	1,575
Total	29,939	24,425	14,882	30,422	50,711	73,800	89,834	44,745
% to Five-County Region								
Eight-City Area								
La Habra	0.37%	0.17%	0.22%	0.31%	0.00%	0.06%	0.37%	0.21%
Anaheim	0.90%	0.63%	4.67%	2.05%	1.13%	1.41%	1.34%	1.73%
Brea	0.06%	0.00%	0.27%	0.08%	0.00%	0.17%	0.02%	0.08%
Buena Park	0.07%	0.43%	0.05%	0.19%	0.33%	0.21%	0.21%	0.21%
Fullerton	0.28%	0.20%	0.28%	0.87%	0.87%	0.25%	0.34%	0.44%
La Habra Hts	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
La Mirada	0.23%	1.25%	0.00%	0.23%	0.01%	0.01%	0.00%	0.15%
Whittier	0.26%	0.15%	0.09%	0.12%	0.10%	0.13%	0.21%	0.16%
Total	2.16%	2.84%	5.57%	3.85%	2.44%	2.24%	2.48%	2.99%

Continued on next page.....

Table A4a (Continued.....page 3)
RESIDENTIAL BUILDING PERMIT ACTIVITY

1123SPB
06/17/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ALL UNITS.....								
Number of Units								
Eight-City Area								
La Habra	149	52	38	278	73	58	351	142
Anaheim	983	391	1,070	1,070	1,112	1,653	1,452	1,104
Brea	317	59	79	177	130	245	19	147
Buena Park	37	177	9	112	223	235	283	154
Fullerton	279	207	226	385	460	195	331	286
La Habra Hts	11	19	13	18	22	26	24	19
La Mirada	110	563	0	173	6	45	4	129
Whittier	98	46	24	69	157	127	214	105
Total	1,984	1,514	1,459	2,282	2,183	2,576	2,678	2,085
Five-County Region								
Orange County	10,809	9,403	5,269	12,890	16,425	18,906	23,683	13,913
Los Angeles County	28,760	21,768	13,763	27,367	36,942	53,309	66,241	35,450
Riverside County	7,871	6,252	4,664	12,670	20,330	17,408	23,330	13,218
San Bernardino County	8,339	6,889	6,129	11,934	19,176	22,978	34,517	15,709
Ventura County	4,125	2,641	1,198	3,538	4,865	5,931	7,109	4,201
Total	59,904	46,959	31,023	68,399	97,738	118,532	154,880	82,491
% to Five-County Region								
Eight-City Area								
La Habra	0.25%	0.11%	0.12%	0.41%	0.07%	0.04%	0.23%	0.18%
Anaheim	1.64%	0.83%	3.45%	1.56%	1.14%	1.39%	0.94%	1.57%
Brea	0.53%	0.13%	0.25%	0.26%	0.13%	0.21%	0.01%	0.22%
Buena Park	0.06%	0.38%	0.03%	0.16%	0.23%	0.20%	0.18%	0.18%
Fullerton	0.47%	0.44%	0.73%	0.45%	0.47%	0.16%	0.21%	0.42%
La Habra Hts	0.02%	0.04%	0.04%	0.03%	0.02%	0.02%	0.02%	0.03%
La Mirada	0.18%	1.20%	0.00%	0.25%	0.01%	0.04%	0.00%	0.24%
Whittier	0.16%	0.10%	0.08%	0.10%	0.16%	0.11%	0.14%	0.12%
Total	3.31%	3.22%	4.70%	3.22%	2.23%	2.17%	1.73%	2.94%

0.00%

SOURCE: Security Pacific Bank (Building Permits); Natelson Levander Whitney

Table A4b
COMMERCIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

11
06/
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
VALUATIONS AS REPORTED ($000's)								
Eight-City Area								
La Habra	6,281	3,526	6,934	1,536	3,927	6,852	16,287	6,349
Anaheim	33,788	33,268	115,564	159,931	32,387	38,861	66,981	68,556
Brea	1,723	12,279	3,477	954	15,876	15,358	48,168	12,719
Buena Park	1,687	18,852	4,527	2,674	8,792	7,529	13,155	6,985
Fullerton	3,993	2,137	11,815	6,379	12,422	13,728	9,284	8
La Mirada	582	6,648	3,928	14,184	3,568	9,864	1,359	5,
Whittier	8,894	4,222	4,177	3,478	3,183	11,959	6,697	6,886
Total	56,708	72,124	150,422	189,048	79,347	101,751	153,851	114,758
Five-County Region								
Los Angeles County	1,335,838	1,534,989	1,417,225	1,482,739	2,009,413	2,822,232	1,851,184	1,653,247
Orange County	377,845	484,116	483,652	401,823	655,658	671,782	883,845	531,017
San Bernardino County	96,874	112,817	103,318	170,535	157,337	225,498	279,978	163,651
Riverside County	83,685	128,215	117,197	78,196	187,392	267,721	227,943	155,753
Ventura County	70,097	64,926	84,954	72,317	69,685	83,988	105,748	78,816
TOTAL 5-COUNTY	1,962,651	2,244,263	2,126,346	2,124,810	3,079,485	3,271,221	3,268,618	2,582,

No reported activity in La Habra Heights

Continued on next page.....

Table A4b(Continued.....page 2) 1123SPB1
COMMERCIAL BUILDING PERMIT ACTIVITY 06/18/87
REGIONAL & SUB-REGIONAL ANALYSIS SL90

	1980	1981	1982	1983	1984	1985	1986	7-Yea Averag
ADJUSTMENT FACTORS.....								
Consumer Price Index	246.8	272.4	289.1	298.4	310.7	322.2	328.4	
1986 Dollar Multiplier	1.3306	1.2056	1.1359	1.1005	1.0570	1.0192	1.0000	
VALUATIONS ADJUSTED TO 1986 DOLLARS ($000'S)								
Eight-City Area								
La Habra	8,251	4,251	1,745	4,322	4,151	6,168	16,207	6,44
Anaheim	44,853	40,038	181,672	35,643	34,232	38,793	66,981	63,18
Brea	2,293	14,883	1,884	16,592	15,935	15,654	40,168	15,21
Buena Park	2,138	12,118	3,838	9,676	9,293	7,674	13,155	8,15
Fullerton	5,313	2,576	7,246	13,671	13,138	13,992	9,284	9,31
La Mirada	774	8,815	16,821	3,918	3,763	9,238	1,359	6,15
Whittier	11,835	5,090	3,942	3,503	3,364	12,189	6,697	6,66
Total	75,457	86,951	170,870	208,854	83,867	103,709	153,851	126,10
Five-County Region								
Los Angeles County	1,776,434	1,850,552	1,609,881	1,543,765	2,123,886	2,061,145	1,851,104	1,830,967
Orange County	501,708	487,194	458,524	441,340	693,010	684,709	803,845	581,476
San Bernardino County	128,984	135,845	117,363	187,688	166,380	229,837	279,978	177,872
Riverside County	111,247	154,573	133,129	86,858	198,867	272,873	227,943	169,127
Ventura County	93,273	78,273	96,503	79,587	73,655	85,604	105,748	87,521
TOTAL 5-COUNTY	2,611,566	2,705,639	2,415,400	2,338,438	3,254,918	3,334,168	3,268,618	2,846,963

No reported activity in La Habra Heights

Continued on next page.....

Table A4b(Continued.....page 3)
COMMERCIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB1
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
BUILDING SPACE FACTOR								
Valuation per SF ($)	57.50							
BUILDING SPACE (000's sf)								
Eight-City Area								
La Habra	143	74	30	75	72	107	282	112
Anaheim	780	697	3,160	620	595	675	1,165	1,099
Brea	40	257	19	289	277	272	699	265
Buena Park	37	211	53	168	162	133	229	142
Fullerton	92	45	126	238	228	243	161	162
La Mirada	13	139	279	68	65	161	24	107
Whittier	206	89	69	61	59	212	116	116
Total	1,312	1,512	2,972	3,618	1,459	1,804	2,676	2,193
Five-County Region								
Los Angeles County	30,895	32,184	27,998	26,848	36,937	35,846	32,193	31,843
Orange County	8,725	8,473	7,974	7,675	12,852	11,908	13,980	10,113
San Bernardino County	2,242	2,349	2,041	3,264	2,892	3,997	4,869	3,093
Riverside County	1,935	2,688	2,315	1,497	3,445	4,746	3,964	2,941
Ventura County	1,622	1,361	1,678	1,384	1,281	1,489	1,839	1,522
TOTAL 5-COUNTY	45,419	47,055	42,007	40,668	56,607	57,986	56,846	49,512

No reported activity in La Habra Heights

Continued on next page.....

Table A4b(Continued.....page 4)
COMMERCIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB1
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
% OF FIVE-COUNTY REGION								
Eight-City Area								
➤ La Habra	0.32	0.16	0.07	0.18	0.13	0.19	0.50	0.23 ◄
Anaheim	1.72	1.48	7.52	1.52	1.05	1.16	2.05	2.22
Brea	0.09	0.55	0.04	0.71	0.49	0.47	1.23	0.53
Buena Park	0.08	0.45	0.13	0.41	0.29	0.23	0.40	0.29
Fullerton	0.20	0.10	0.30	0.58	0.40	0.42	0.28	0.33
La Mirada	0.03	0.30	0.66	0.17	0.12	0.28	0.04	0.22
Whittier	0.45	0.19	0.16	0.15	0.10	0.37	0.20	0.23
Total	2.89	3.21	7.87	8.90	2.58	3.11	4.71	4.43
Five-County Region								
Los Angeles County	68.02	68.40	66.65	66.02	65.25	61.82	56.63	64.31
➤ Orange County	19.21	18.01	18.98	18.87	21.29	20.54	24.59	20.42 ◄
San Bernardino County	4.94	4.99	4.86	8.03	5.11	6.89	8.57	6.25
Riverside County	4.26	5.71	5.51	3.68	6.09	8.18	6.97	5.94
Ventura County	3.57	2.89	4.00	3.40	2.26	2.57	3.24	3.07
TOTAL 5-COUNTY	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

No reported activity in La Habra Heights

SOURCE: Security Pacific Bank (Building Permits); Natelson Levander Whitney, Inc.

Table A4c
INDUSTRIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB2
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
VALUATIONS AS REPORTED ($000's)								
Eight-City Area								
➤ La Habra	2,522	3,234	188	0	443	3,692	1,824	1,700 ◄
Anaheim	17,202	21,659	20,599	18,359	23,501	32,345	22,590	22,322
Brea	21,663	40,006	10,105	14,298	18,292	17,828	10,472	18,838
Buena Park	3,157	2,852	13,264	47	753	2,670	1,607	3,479
Fullerton	5,937	7,193	20,822	472	6,387	47,885	12,634	14,476
La Mirada	1,643	3,468	0	826	5,095	5,673	7,000	3,386
Whittier	1,800	406	0	0	395	4,056	484	1,020
Total	53,924	78,818	64,978	34,002	54,866	113,349	56,611	65,221
Five-County Region								
Los Angeles County	379,283	335,000	229,985	226,425	287,984	522,313	648,384	375,739
➤ Orange County	141,012	150,873	122,613	96,066	180,018	235,029	196,818	160,347 ◄
San Bernardino County	48,612	47,103	50,888	85,678	181,664	139,457	250,813	114,888
Riverside County	23,590	34,126	117,197	30,906	80,939	68,031	92,977	63,967
Ventura County	32,027	62,850	44,500	49,080	100,197	79,362	55,774	60,541
TOTAL 5-COUNTY	624,524	630,752	565,183	488,155	830,802	1,044,192	1,244,766	775,482

No reported activity in La Habra Heights

Table A4c(Continued.....page 2)
INDUSTRIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB2
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTMENT FACTORS.....								
Consumer Price Index	246.8	272.4	289.1	298.4	310.7	322.2	328.4	
1986 Dollar Multiplier	1.3306	1.2056	1.1359	1.1005	1.0570	1.0192	1.0000	
VALUATIONS ADJUSTED TO 1986 DOLLARS ($000'S)								
Eight-City Area								
► La Habra	3,356	3,899	214	0	468	3,763	1,824	1,932 ◄
Anaheim	22,898	26,112	23,399	20,205	24,840	32,967	22,590	24,715
Brea	28,825	48,230	11,479	15,735	19,334	17,356	10,472	21,633
Buena Park	4,201	3,438	15,867	52	796	2,721	1,607	3,983
Fullerton	7,900	8,672	23,653	519	6,751	48,886	12,634	15,562
La Mirada	2,186	4,181	0	909	5,385	5,782	7,000	3,635
Whittier	2,395	489	0	0	418	4,134	484	1,131
Total	71,753	95,021	73,811	37,420	57,992	115,530	56,611	72,591
Five-County Region								
Los Angeles County	504,686	404,834	261,249	249,189	384,390	532,364	648,384	415,814 ◄
► Orange County	187,635	181,889	139,281	105,724	190,273	239,552	196,818	177,310
San Bernardino County	64,685	56,786	57,886	94,292	192,813	142,141	250,813	122,648
Riverside County	31,390	41,142	133,129	34,813	85,550	69,340	92,977	69,649
Ventura County	42,616	75,771	50,549	54,814	105,985	80,889	55,774	66,583
								0
TOTAL 5-COUNTY	831,012	760,422	642,013	537,232	878,131	1,064,285	1,244,766	851,123

No reported activity in La Habra Heights

Table A4c (Continued.....page 3)
INDUSTRIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB2
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
BUILDING SPACE FACTOR								
Valuation per SF ($)	20.00							
BUILDING SPACE (000's sf)								
Eight-City Area								
► La Habra	168	195	11	0	23	188	91	97 ◄
Anaheim	1,144	1,306	1,170	1,010	1,242	1,648	1,130	1,236
Brea	1,441	2,412	574	787	967	868	524	1,082
Buena Park	210	172	753	3	40	136	80	199
Fullerton	395	434	1,183	26	338	2,440	632	778
La Mirada	109	209	0	45	269	289	350	182
Whittier	120	24	0	0	21	207	24	57
Total	3,588	4,751	3,691	1,871	2,900	5,777	2,831	3,630
Five-County Region								
Los Angeles County	25,234	20,242	13,862	12,459	15,219	26,618	32,419	20,751
► Orange County	9,382	9,894	6,964	5,286	9,514	11,978	9,841	8,866 ◄
San Bernardino County	3,234	2,839	2,890	4,715	9,601	7,107	12,541	6,132
Riverside County	1,569	2,857	6,656	1,701	4,277	3,467	4,649	3,482
Ventura County	2,131	3,789	2,527	2,701	5,295	4,044	2,789	3,325
TOTAL 5-COUNTY	41,551	38,821	32,101	26,862	43,907	53,214	62,238	42,556

No reported activity in La Habra Heights

Table A4c(Continued.....page 4)
INDUSTRIAL BUILDING PERMIT ACTIVITY
REGIONAL & SUB-REGIONAL ANALYSIS

1123SPB2
06/18/87
SL90

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
% OF FIVE-COUNTY REGION								
Eight-City Area								
➤La Habra	0.40	0.51	0.03	0.00	0.05	0.35	0.15	0.23◀
Anaheim	2.75	3.43	3.64	3.76	2.83	3.10	1.81	2.90
Brea	3.47	6.34	1.79	2.93	2.20	1.63	0.84	2.54
Buena Park	0.51	0.45	2.35	0.01	0.09	0.26	0.13	0.47
Fullerton	0.95	1.14	3.68	0.10	0.77	4.59	1.01	1.83
La Mirada	0.26	0.55	0.00	0.17	0.61	0.54	0.56	0.43
Whittier	0.29	0.06	0.00	0.00	0.05	0.39	0.04	0.13
Total	8.63	12.50	11.50	6.97	6.60	10.86	4.55	8.53
Five-County Region								
Los Angeles County	60.73	53.24	48.69	46.38	34.66	50.02	52.09	48.76
➤ Orange County	22.58	23.92	21.69	19.68	21.67	22.51	15.81	20.83◀
San Bernardino County	7.78	7.47	9.00	17.55	21.07	13.36	20.15	14.41
Riverside County	3.78	5.41	20.74	6.33	9.74	6.52	7.47	8.18
Ventura County	5.13	9.96	7.87	10.05	12.06	7.60	4.48	7.81
TOTAL 5-COUNTY	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Table A5a
TAXABLE RETAIL SALES BY OUTLET TYPE—1986
REGIONAL & SUB-REGIONAL ANALYSIS

1123B0E2
08/18/87
SL90

	Apparel	General Mdse	Drug	Food	Liquor	Eating & Drinking	Home Furn & Appl	Bldg Matl & Farm	Auto Dlr & Supply	Service Station	Other Retail Outlets	Total Retail Outlets	Non-Retail Outlets	Total Outlets
THOUSANDS OF DOLLARS AS REPORTED.....														
Eight-City Area														
La Habra	7,325	34,738	7,670	22,622	2,967	34,286	25,424	22,661	57,275	17,576	19,524	252,068	56,328	308,396
La Habra Hts	a	a	a	a	a	a	a	a	a	a	392	392	1715	2,107
Anaheim	38,341	95,286	23,498	116,935	21,756	242,784	115,151	191,422	248,767	104,234	226,211	1,488,385	1,189,742	2,598,127
Brea	34,393	117,242	1,994	16,344	2,086	37,789	7,319	8,741	14,485	15,363	54,415	310,171	156,798	466,969
Buena Park	33,435	95,336	15,915	29,392	4,327	56,917	15,368	42,252	189,116	25,419	65,886	573,363	239,553	812,916
Fullerton	23,988	146,736	16,701	78,690	7,754	88,296	27,749	71,998	171,150	49,266	68,194	750,522	269,218	1,019,740
La Mirada	3,787	14,843	3,588	35,213	2,985	20,840	1,160	10,776	19,386	15,956	23,545	151,919	109,695	261,614
Whittier	17,732	84,872	7,679	38,484	7,835	43,577	19,784	16,425	163,102	31,584	58,970	489,244	121,492	610,736
Total	151,001	588,253	76,965	337,680	49,630	524,489	211,955	364,275	855,281	259,398	517,137	3,936,064	2,144,541	6,080,685
Five-County Region														
Los Angeles County	2,488,983	5,533,678	954,440	3,545,758	643,483	5,519,208	2,134,114	2,908,686	8,948,786	3,361,555	5,310,908	41,269,439	22,180,400	63,449,839
Orange County	673,946	1,979,277	280,043	1,086,487	162,138	1,811,388	749,184	1,220,585	3,089,638	931,732	1,736,572	13,720,814	7,601,382	21,322,196
San Bernardino County	201,552	872,517	185,785	571,586	64,782	622,739	239,789	579,339	1,130,568	571,858	431,631	5,391,978	2,169,375	7,561,353
Riverside County	195,899	511,636	101,321	523,108	54,912	543,532	194,242	537,857	1,008,860	394,750	272,511	4,338,628	1,620,258	5,958,886
Ventura County	127,890	466,335	83,183	298,794	36,853	351,642	148,454	286,557	768,156	237,585	266,134	3,070,783	1,088,459	4,159,242
TOTAL 5-COUNTY	3,687,390	9,363,443	1,524,692	6,025,573	962,168	8,848,501	3,465,783	5,532,864	14,946,008	5,497,480	8,017,756	67,791,642	34,659,874	102,451,516

a Included in Other Retail

Table A5a (Continued.....page 2)
TAXABLE RETAIL SALES BY OUTLET TYPE—1986
REGIONAL & SUB-REGIONAL ANALYSIS

	Apparel	General Mdse	Drug	Food	Liquor	Eating & Drinking	Home Furn & Appl	Bldg Matl & Farm	Auto Dlr & Supply	Service Station	Other Retail Outlets	Total Retail Outlets	Non-Retail Outlets	Total Retail Outlets
PER CAPITA SALES ($)														
Eight-City Area														
La Habra	152	721	159	469	62	711	527	470	1,188	365	485	5,230	1,169	6,398
La Habra Hts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	75	75	330	405
Anaheim	128	401	99	492	N/A	1,022	485	886	N/A	439	952	5,930	5,009	10,939
Brea	1,049	3,574	61	498	64	1,152	223	266	442	468	1,659	9,456	4,780	14,237
Buena Park	509	1,451	242	447	66	866	234	643	2,878	387	1,003	8,727	3,646	12,373
Fullerton	219	1,343	153	720	71	808	254	659	1,566	451	624	6,867	2,463	9,330
La Mirada	90	353	84	838	69	496	28	257	462	380	561	3,617	2,612	6,229
Whittier	247	1,169	107	535	109	606	275	228	2,268	439	820	6,805	1,690	8,494
Total	246	960	126	551	81	856	346	595	1,396	423	844	6,425	3,501	9,926
Five-County Region														
Los Angeles County	303	696	120	446	81	694	268	366	1,125	423	668	5,189	2,789	7,978
Orange County	323	948	134	520	78	867	359	584	1,479	446	832	6,570	3,640	10,210
San Bernardino County	191	828	100	542	61	591	228	550	1,073	543	410	5,117	2,059	7,176
Riverside County	246	644	127	658	69	684	244	677	1,269	497	343	5,459	2,039	7,498
Ventura County	216	791	141	587	63	597	252	486	1,303	483	451	5,209	1,846	7,056
TOTAL 5-COUNTY	289	758	122	483	77	709	278	443	1,198	441	642	5,432	2,777	8,210

Continued on next page

Table A5a (Continued.....page 3)
TAXABLE RETAIL SALES BY OUTLET TYPE—1986
REGIONAL & SUB-REGIONAL ANALYSIS

1123B0E2
08/18/87
SL90

	Apparel	General Mdse	Drug	Food	Liquor	Eating & Drinking	Home Furn & Appl	Bldg Matl & Farm	Auto Dlr & Supply	Service Station	Other Retail Outlets	Total Retail Outlets	Non-Retail Outlets	Total Retail Outlets
PER CAPITA SALES INDEX TO 5-COUNTY (%)														
Eight-City Area														
La Habra	52.6	96.1	130.2	97.2	79.8	100.3	109.9	106.0	99.2	82.8	63.0	96.3	42.1	77.9
La Habra Hts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11.7	1.4	11.9	4.9
Anaheim	44.2	53.5	81.0	102.0	N/A	144.2	174.6	101.8	N/A	99.6	148.2	109.2	100.4	133.2
Brea	362.7	476.4	49.8	103.2	82.5	162.5	80.3	60.1	36.9	106.3	258.2	174.1	172.1	173.4
Buena Park	176.0	193.4	198.3	92.7	85.4	122.2	84.2	145.0	240.3	87.8	156.1	160.6	131.3	150.7
Fullerton	75.9	178.9	125.1	149.1	92.0	113.9	91.4	148.6	130.7	102.3	97.1	126.4	88.7	113.6
La Mirada	31.2	47.1	68.4	173.6	89.7	70.0	9.9	57.9	38.5	86.2	87.3	66.6	94.0	75.9
Whittier	85.3	155.8	87.4	110.8	141.3	85.5	99.1	51.5	109.4	99.7	127.7	125.3	60.8	103.5
Total	85.3	128.0	102.8	114.2	105.1	120.7	124.6	134.1	116.6	96.1	131.4	118.3	126.0	120.9
Five-County Region														
Los Angeles County	104.8	92.7	98.2	92.3	104.9	97.9	96.6	82.5	94.0	96.0	103.9	95.5	100.4	97.2
Orange County	111.6	126.3	109.8	107.7	100.7	122.3	129.2	131.8	123.5	101.3	129.4	120.9	131.1	124.4
San Bernardino County	66.2	110.4	82.1	112.3	79.7	83.3	81.9	124.0	89.6	123.2	63.8	94.2	74.1	87.4
Riverside County	85.3	85.8	104.3	136.3	89.6	96.4	88.0	152.6	106.0	112.7	53.4	100.5	73.4	91.3
Ventura County	74.6	105.4	115.5	105.0	81.1	84.1	90.7	109.6	108.8	91.5	70.3	95.9	66.5	85.9
TOTAL 5-COUNTY	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: State Board of Equalization (Taxable Sales); St Department of Finance (Population);
Natelson Levander Whitney, Inc.

Table A5b
TAXABLE RETAIL SALES
CITY BY CATEGORY & REGION BY TOTAL

1123BOE1
08/15/87
SL 186

THOUSANDS OF DOLLARS AS REPORTED.....

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
Apparel	8,364	8,633	7,789	7,828	7,666	7,497	7,325	7,872
General Merchandise	22,673	25,848	23,838	26,441	27,637	28,591	34,738	26,994
Drug	5,377	5,660	6,464	6,988	7,321	7,669	7,670	6,736
Food	17,738	18,450	17,849	21,586	22,714	22,590	22,622	20,496
Liquor	2,598	2,567	2,746	2,396	2,522	2,663	2,967	2,637
Eating & Drinking	21,202	25,225	26,456	27,982	28,481	33,566	34,286	28,171
Home Furnish & Appliance	9,131	11,353	14,762	18,673	22,652	23,246	25,424	17,892
Bldg Material & Farm	15,718	13,728	15,611	21,483	25,261	20,485	22,661	19,267
Auto Dealer & Supply	32,542	35,365	34,829	40,833	51,144	59,945	57,275	44,448
Service Station	25,322	25,923	22,787	22,885	21,689	21,560	17,576	22,420
Other Retail Outlets	15,556	15,679	15,888	16,446	16,751	17,671	19,524	16,672
Total Retail Outlets	176,221	187,631	188,283	211,861	233,838	245,483	252,868	213,684
Non-Retail Outlets	41,799	43,073	41,001	96,365	51,751	50,622	56,328	54,420
Total	218,020	230,704	229,284	308,226	285,589	296,825	308,396	268,823

Five-County Region—All Outlets

Los Angeles County	45,661,155	49,188,330	48,018,486	58,782,822	57,473,587	61,656,383	63,449,839	53,735,800
Orange County	12,666,296	13,927,170	14,120,779	15,757,901	18,531,864	20,219,591	21,322,196	16,649,285
San Bernardino County	4,174,983	4,591,822	4,685,838	5,230,552	6,826,467	6,947,637	7,561,353	5,590,995
Riverside County	3,274,017	3,546,371	3,577,989	4,088,525	4,873,946	5,402,546	5,958,886	4,388,897
Ventura County	2,398,569	2,690,993	2,723,638	3,054,080	3,572,580	3,886,787	4,159,242	3,212,258
TOTAL 5-COUNTY	68,174,940	73,863,886	73,045,922	78,913,880	90,477,644	98,112,864	102,451,516	83,577,236

Continued on next page.....

Table A5b (Continued.....page 2) 1123B0E1
TAXABLE RETAIL SALES 08/15/87
CITY BY CATEGORY & REGION BY TOTAL SL 106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTMENT FACTORS.....								
Consumer Price Index	246.8	272.4	289.1	298.4	311.1	322.2	328.4	
1986 Dollar Multiplier	1.3306	1.2056	1.1359	1.1005	1.0556	1.0192	1.0000	
ADJUSTED TO 1986 DOLLARS ($000'S).....								
Apparel	11,129	10,488	8,848	8,615	8,892	7,641	7,325	8,866
General Merchandise	38,169	38,197	27,869	29,899	29,174	29,141	34,738	29,941
Drug	7,155	6,824	7,343	7,691	7,728	7,817	7,670	7,461
Food	23,683	22,243	20,275	23,668	23,977	23,825	22,622	22,773
Liquor	3,457	3,095	3,119	2,637	2,662	2,714	2,967	2,950
Eating & Drinking	28,212	30,411	30,852	30,795	30,865	34,212	34,286	31,148
Home Furnish & Appliance	12,158	13,687	16,769	20,550	23,912	23,693	25,424	19,455
Bldg Material & Farm	20,915	16,550	17,733	23,643	26,666	20,798	22,661	21,[illegible]
Auto Dealer & Supply	43,381	42,635	39,564	44,858	53,988	61,899	57,275	48,[illegible]
Service Station	33,694	31,252	25,885	24,385	22,895	21,975	17,576	25,369
Other Retail Outlets	20,699	18,982	17,138	18,899	17,683	18,011	19,524	18,578
Total Retail Outlets	234,485	226,294	213,787	233,161	246,842	250,125	252,868	236,667
Non-Retail Outlets	55,619	51,928	46,575	106,053	54,629	51,596	56,328	60,390
Total	290,104	278,132	260,362	339,214	301,470	301,721	308,396	297,057

Five-County Region—All Outlets

Los Angeles County	60,758,198	59,204,822	54,546,877	55,888,334	60,669,643	62,842,819	63,449,839	59,622,784
Orange County	16,854,180	16,790,318	16,040,345	17,342,140	19,561,560	20,608,671	21,322,196	18,359,916
San Bernardino County	5,555,260	5,534,844	5,231,034	5,756,412	6,361,594	7,081,328	7,561,353	6,154,546
Riverside County	4,356,512	4,275,434	4,064,378	4,499,570	5,144,982	5,506,506	5,958,886	4,829,467
Ventura County	3,191,613	3,244,287	3,093,887	3,361,126	3,771,248	3,961,498	4,159,242	3,540,483
Total 5-County	90,715,763	89,048,826	82,975,720	86,847,581	95,509,027	100,000,821	102,451,516	92,507,836

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Table A5b (Continued.....page 3) 112380E1
TAXABLE RETAIL SALES 08/15/87
CITY BY CATEGORY & REGION BY TOTAL SL 106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTED DOLLAR INDEX TO 1980 (%)								
Apparel	100.0	93.5	79.5	77.4	72.7	68.7	65.8	79.7
General Merchandise	100.0	100.1	89.7	96.5	96.7	96.6	115.1	99.2
Drug	100.0	95.4	102.6	107.5	108.0	109.2	107.2	104.3
Food	100.0	94.2	85.9	100.3	101.6	97.6	95.8	96.5
Liquor	100.0	89.5	90.2	76.3	77.0	78.5	85.8	85.3
Eating & Drinking	100.0	107.8	106.5	109.2	106.6	121.3	121.5	110.4
Home Furnish & Appliance	100.0	112.6	138.0	169.1	196.8	195.0	209.3	160.1
Bldg Material & Farm	100.0	79.1	84.8	113.0	127.5	99.4	108.3	101.7
Auto Dealer & Supply	100.0	98.5	91.4	101.7	124.7	141.1	132.3	112.8
Service Station	100.0	92.8	76.8	72.1	67.9	65.2	52.2	75.3
Other Retail Outlets	100.0	91.3	82.8	87.4	85.4	87.0	94.3	89.8
Total Retail Outlets	100.0	96.5	91.2	99.4	105.3	106.7	107.5	100.9
Non-Retail Outlets	100.0	93.4	83.7	190.7	98.2	92.8	101.3	108.6
Total	100.0	95.9	89.7	116.9	103.9	104.0	106.3	102.4
Five-County Region—All Outlets								
Los Angeles County	100.0	97.4	89.8	92.0	99.9	103.4	104.4	98.1
Orange County	100.0	99.6	95.2	102.9	116.1	122.3	126.5	108.9
San Bernardino County	100.0	99.6	94.2	103.6	114.5	127.5	136.1	110.8
Riverside County	100.0	98.1	93.3	103.3	118.1	126.4	136.8	110.9
Ventura County	100.0	101.6	96.9	105.3	118.2	124.1	138.3	110.9
TOTAL 5-COUNTY	100.0	98.2	91.5	95.7	105.3	110.2	112.9	102.0

Continued on next page.....

Table A5b (Continued.....page 4) 1123BOE1
TAXABLE RETAIL SALES 08/15/87
CITY BY CATEGORY & REGION BY TOTAL SL 106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTED DOLLAR INDEX TO 1982 (%)								
Apparel	125.8	117.6	100.0	97.4	91.5	86.4	82.8	100.2
General Merchandise	111.5	111.6	100.0	107.5	107.8	107.7	128.3	110.6
Drug	97.4	92.9	100.0	104.7	105.2	106.5	104.5	101.6
Food	116.4	109.7	100.0	116.7	118.3	113.6	111.6	112.3
Liquor	110.8	99.2	100.0	84.5	85.3	87.0	95.1	94.6
Eating & Drinking	93.9	101.2	100.0	102.5	100.0	113.8	114.1	103.6
Home Furnish & Appliance	72.5	81.6	100.0	122.6	142.6	141.3	151.6	116.0
Bldg Material & Farm	117.9	93.3	100.0	133.3	150.4	117.3	127.8	120.0
Auto Dealer & Supply	109.4	107.8	100.0	111.4	136.5	154.4	144.8	123.5
Service Station	130.2	120.7	100.0	93.9	88.5	84.9	67.9	98.0
Other Retail Outlets	120.8	110.3	100.0	105.7	103.2	105.1	114.0	108.5
Total Retail Outlets	109.7	105.8	100.0	109.1	115.5	117.0	117.9	110.7
Non-Retail Outlets	119.4	111.5	100.0	227.7	117.3	110.8	120.9	129.7
Total	111.4	106.8	100.0	130.3	115.8	115.9	118.4	114.1
Five-County Region—All Outlets								
Los Angeles County	111.4	108.5	100.0	102.5	111.2	115.2	116.3	109.3
Orange County	105.1	104.7	100.0	108.1	122.0	128.5	132.9	114.5
San Bernardino County	106.2	105.8	100.0	110.0	121.6	135.4	144.5	117.7
Riverside County	107.2	105.2	100.0	110.7	125.6	135.5	146.6	118.8
Ventura County	103.2	104.9	100.0	108.6	121.9	128.0	134.4	114.4
TOTAL 5-COUNTY	109.3	107.3	100.0	104.7	115.1	120.5	123.5	111.5

SOURCE: State Board of Equalization, Taxable Sales Annual Reports, 1980 - 1986; Natelson Levander Whitney, Inc.

Table A5c
TAXABLE RETAIL SALES—RETAIL OUTLETS ONLY
REGIONAL & SUB-REGIONAL ANALYSIS

1123BOE3
08/26/87
SL106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
THOUSANDS OF DOLLARS AS REPORTED.....								
Eight-City Area								
La Habra	176,221	187,631	188,283	211,861	233,838	245,403	252,868	213,684
Anaheim	978,149	1,043,809	993,317	1,112,507	1,279,264	1,154,409	1,408,385	1,138,434
Brea	176,744	199,748	217,939	247,484	278,724	299,442	310,171	247,178
Buena Park	399,311	440,218	430,186	462,214	511,856	554,088	573,363	481,593
Fullerton	427,839	469,336	472,574	518,587	562,582	698,281	750,522	555,949
La Habra Heights	314	328	347	409	381	372	392	363
La Mirada	128,265	138,429	146,515	154,586	159,255	157,283	151,919	148,013
Whittier	354,726	388,138	382,124	411,566	471,656	483,294	489,244	425,828
Total Eight-City	2,641,569	2,866,813	2,831,125	3,111,134	3,497,476	3,592,492	3,936,864	3,210,953
Five-County Region								
Los Angeles County	29,786,332	31,724,831	31,081,248	33,570,249	37,348,834	39,994,922	41,269,439	34,955,487
Orange County	8,451,965	9,217,783	9,334,829	10,506,576	11,978,869	13,087,487	13,720,814	10,888,206
San Bernardino County	3,828,244	3,329,268	3,425,415	3,875,344	4,419,617	4,964,279	5,391,978	4,862,821
Riverside County	2,456,945	2,679,775	2,733,961	3,133,869	3,654,738	3,974,488	4,338,628	3,281,759
Ventura County	1,774,857	1,993,729	2,031,822	2,332,204	2,649,765	2,824,424	3,070,783	2,382,512
Total Five-County	45,418,343	48,945,386	48,606,467	53,418,242	60,043,823	64,765,432	67,791,642	55,569,905

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Table R5c (Continued.....page 2) 1123B0E3
TAXABLE RETAIL SALES—RETAIL OUTLETS ONLY 08/26/87
REGIONAL & SUB-REGIONAL ANALYSIS SL106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTMENT FACTORS.....								
Consumer Price Index	246.8	272.4	289.1	298.4	311.1	322.2	328.4	
1986 Dollar Multiplier	1.3306	1.2056	1.1359	1.1005	1.0556	1.0192	1.0000	
ADJUSTED TO 1986 DOLLARS ($000'S).....								
Eight-City Area								
La Habra	234,485	226,204	213,787	233,161	246,842	250,125	252,868	236,667
Anaheim	1,301,556	1,257,431	1,128,348	1,224,354	1,350,403	1,176,623	1,408,385	1,263,871
Brea	235,181	240,803	247,565	272,365	294,224	305,204	310,171	272,216
Buena Park	531,336	538,708	488,574	508,683	540,320	564,750	573,363	[illegible]62
Fullerton	569,296	565,822	536,815	561,919	593,782	711,718	750,522	[illegible]39
La Habra Heights	418	395	394	450	402	379	392	404
La Mirada	170,674	166,887	166,432	170,839	168,111	160,228	151,919	164,899
Whittier	472,010	467,922	434,070	452,943	497,884	492,594	489,244	472,381
Total Eight-City	3,514,956	3,456,173	3,215,986	3,423,916	3,691,968	3,661,621	3,936,064	3,557,240
Five-County Region								
Los Angeles County	39,528,199	38,246,823	35,306,396	36,945,274	39,417,325	40,764,533	41,269,439	38,782,570
Orange County	11,246,456	11,112,775	10,682,889	11,562,867	12,645,003	13,257,705	13,720,814	12,021,216
San Bernardino County	4,029,479	4,013,699	3,891,063	4,264,956	4,665,388	5,059,805	5,391,978	4,473,767
Riverside County	3,269,298	3,230,683	3,105,613	3,448,936	3,857,975	4,050,878	4,338,628	3,614,572
Ventura County	2,361,682	2,403,600	2,308,026	2,566,675	2,797,116	2,878,774	3,070,783	2,626,665
Total Five-County	60,435,105	59,007,580	55,213,987	58,788,709	63,382,808	66,011,694	67,791,642	61,518,789

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Table A5c (Continued.....page 3) 1123B0E3
TAXABLE RETAIL SALES—RETAIL OUTLETS ONLY 08/26/87
REGIONAL & SUB-REGIONAL ANALYSIS SL106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
ADJUSTED DOLLAR INDEX TO 1980 (%)								
Eight-City Area								
➤ La Habra	100.0	96.5	91.2	99.4	105.3	106.7	107.5	100.9 ◄
Anaheim	100.0	96.6	86.7	94.1	103.8	98.4	108.2	97.1
Brea	100.0	102.4	105.3	115.8	125.1	129.8	131.9	115.7
Buena Park	100.0	99.9	92.0	95.7	101.7	106.3	107.9	100.5
Fullerton	100.0	99.4	94.3	98.7	104.3	125.0	131.8	107.6
La Habra Heights	100.0	94.6	94.3	107.7	96.3	98.7	93.8	96.8
La Mirada	100.0	97.8	97.5	99.6	98.5	93.9	89.0	96.6
Whittier	100.0	99.1	92.0	96.0	105.5	104.4	103.7	100.1
Total Eight-City	100.0	98.3	91.5	97.4	105.0	104.2	112.0	101.2
Five-County Region								
Los Angeles County	100.0	96.8	89.3	93.5	99.7	103.1	104.4	98.1
➤ Orange County	100.0	98.8	94.3	102.8	112.4	117.9	122.0	106.9 ◄
San Bernardino County	100.0	99.6	96.6	105.8	115.8	125.6	133.8	111.0
Riverside County	100.0	98.8	95.0	105.5	118.0	123.9	132.7	110.6
Ventura County	100.0	101.8	97.7	108.7	118.4	121.9	130.0	111.2
Total Five-County	100.0	97.6	91.4	97.3	104.9	109.2	112.2	101.8

Continued on next page.....

Table R5c (Continued.....page 4)
TAXABLE RETAIL SALES—RETAIL OUTLETS ONLY
REGIONAL & SUB-REGIONAL ANALYSIS

1123BOE3
08/26/87
SL106

	1980	1981	1982	1983	1984	1985	1986	7-Year Average
% OF FIVE-COUNTY REGION								
Eight-City Area								
La Habra	0.39	0.38	0.39	0.40	0.39	0.38	0.37	0.38
Anaheim	2.15	2.13	2.04	2.08	2.13	1.78	2.08	2.05
Brea	0.39	0.41	0.45	0.46	0.46	0.46	0.46	0.44
Buena Park	0.88	0.90	0.88	0.87	0.85	0.86	0.85	0.87
Fullerton	0.94	0.96	0.97	0.96	0.94	1.08	1.11	1.00
La Habra Heights	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
La Mirada	0.28	0.28	0.30	0.29	0.27	0.24	0.22	0.27
Whittier	0.78	0.79	0.79	0.77	0.79	0.75	0.72	0
Total Eight-City	5.82	5.86	5.82	5.82	5.82	5.55	5.81	5.78
Five-County Region								
Los Angeles County	65.41	64.82	63.94	62.84	62.19	61.75	60.88	63.04
Orange County	18.61	18.83	19.20	19.67	19.95	20.08	20.24	19.54
San Bernardino County	6.67	6.80	7.05	7.25	7.36	7.67	7.95	7.27
Riverside County	5.41	5.48	5.62	5.87	6.09	6.14	6.40	5.88
Ventura County	3.91	4.07	4.18	4.37	4.41	4.36	4.53	4.27
Total Five-County	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

SOURCE: State Board of Equalization, Taxable Sales Annual Reports, 1980 - 1984; Natelson Levander Whitney, Inc.

Table A6
MARKET AREA RETAIL PURCHASING POWER 1987-2002
Alternate: Mid-Range Projections

1123RPP1
08/18/87
SL90

FACTORS.....	Beach @ 2.5-Mile Ring	Imperial-5.0-Mile Ring	5-County Los Angeles Region	% Dist by Location Type — Neigh/Com Shopping Center	Regional Shopping Center	Arterial Commer		$ Dist by Location Type — Neigh/Com Shopping Center	Regional Shopping Center	Arterial Commer
Purchasing Power Index										
Per Cap Income 1986 ($)	14,716	13,449	12,100							
Index (% of Region)	121.6	111.1	100.0							
Retail Purchases Per Capita (1987 Constant $)								Retail Purchases Per Capita — For 5-County Region —		
Apparel	356	326	293	10.0	77.6	12.4		29	227	36
General Merchandise	952	870	783	12.4	73.0	14.6		97	572	114
Drug	193	177	159	85.0	5.0	10.0		135	8	16
Food	1,869	1,708	1,537	85.0	5.0	10.0		1,306	77	154
Liquor	103	94	85	20.0	5.0	75.0		17	4	64
Eating & Drinking	883	807	726	5.0	5.0	90.0		36	36	653
Home Furnish & Appl	322	295	265	5.0	12.8	82.2		13	34	218
Building & Farm	513	469	422	5.6	1.2	93.2		24	5	393
Automotive	1,441	1,317	1,185	1.0	0.5	98.5		12	6	1,167
Service Station	784	644	579	0.0	0.0	100.0		0	0	579
Other Retail	827	756	680	13.9	14.8	71.3	100.00	95	101	485
Total	8,166	7,463	6,714	26.3	15.9	57.8		1,765	1,070	3,880
					Average					
Area Sales Performance Index (% of Region)	100.0	100.0	100.0							
Sales Per SF ($)										
Apparel	120	120	120							
General Merchandise	120	120	120							
Drug	120	120	120							
Food	450	450	450							
Liquor	150	150	150							
Eating & Drinking	275	275	275							
Home Furnish & Appl	100	100	100							
Building & Farm	100	100	100							
Automotive	500	500	500							
Service Station	1,000	1,000	1,000							
Other Retail	120	120	120							

Continued on next page.....

Table A6 (Continued.....page 2)
MARKET AREA RETAIL PURCHASING POWER 1987-2002
Alternate: Mid-Range Projections

1124RPP1
07/28/87
SL100

	Total Purchases				Average Annual Increase			@ NH/Comm Shop Ctr		AAI	@ Regional Shop Ctr		AAI	@ Arterial Comm'l		AAI
	1987	1992	1997	2002	1987-92	1992-97	1997-02	1987	1992	1987-92	1987	1992	1987-92	1987	1992	1987-92
2.5-MILE RING																
Population	110,000	120,000	130,000	140,000	2,000	2,000	2,000									
Purchases (1987 Constant $000's)																
Apparel	39,198	42,762	46,325	49,888	713	713	713	3,920	4,276	71.3	38,418	33,183	553.0	4,861	5,382	88.4
General Merchandise	104,751	114,274	123,797	133,320	1,985	1,985	1,985	12,989	14,170	236.2	76,468	83,420	1,390.3	15,294	16,684	278.1
Drug	21,271	23,205	25,139	27,073	387	387	387	18,881	19,724	328.7	1,864	1,160	19.3	2,127	2,321	38.7
Food	205,623	224,316	243,009	261,702	3,739	3,739	3,739	174,779	190,668	3,177.8	10,281	11,216	186.9	20,562	22,432	373.9
Liquor	11,371	12,405	13,439	14,473	207	207	207	2,274	2,481	41.4	569	620	10.3	8,529	9,304	155.1
Eating & Drinking	97,126	105,955	114,785	123,614	1,766	1,766	1,766	4,856	5,298	88.3	4,856	5,298	88.3	87,413	95,360	1,589.3
Home Furnish & Appl	35,452	38,675	41,898	45,121	645	645	645	1,773	1,934	32.2	4,538	4,950	82.5	29,142	31,791	529.8
Building & Farm	56,456	61,588	66,721	71,853	1,026	1,026	1,026	3,162	3,449	57.5	677	739	12.3	52,617	57,400	956.7
Automotive	158,531	172,943	187,355	201,767	2,882	2,882	2,882	1,585	1,729	28.8	793	865	14.4	156,153	170,349	2,839.2
Service Station	77,460	84,581	91,543	98,585	1,408	1,408	1,408	0	0	0.0	0	0	0.0	77,460	84,581	1,408.4
Other Retail	90,972	99,242	107,512	115,782	1,654	1,654	1,654	12,645	13,795	229.9	13,464	14,688	244.8	64,863	70,759	1,179.3
Total	898,211	979,867	1,061,522	1,143,178	16,331	16,331	16,331	236,864	257,524	4,292.1	143,127	156,139	2,602	519,820	566,283	9,437
Supportable Building Space (000's SF)																
Apparel	326.7	356.3	386.0	415.7	5.9	5.9	5.9	32.7	35.6	0.6	253.5	276.5	4.6	40.5	44.2	0.7
General Merchandise	872.9	952.3	1,031.6	1,111.0	15.9	15.9	15.9	108.2	118.1	2.0	637.2	695.2	11.6	127.4	139.0	2.3
Drug	177.3	193.4	209.5	225.6	3.2	3.2	3.2	150.7	164.4	2.7	8.9	9.7	0.2	17.7	19.3	0.3
Food	456.9	498.5	540.0	581.6	8.3	8.3	8.3	388.4	423.7	7.1	22.8	24.9	0.4	45.7	49.8	0.8
Liquor	75.8	82.7	89.6	96.5	1.4	1.4	1.4	15.2	16.5	0.3	3.8	4.1	0.1	56.9	62.0	1.0
Eating & Drinking	353.2	385.3	417.4	449.5	6.4	6.4	6.4	17.7	19.3	0.3	17.7	19.3	0.3	317.9	346.8	5.8
Home Furnish & Appl	354.5	386.8	419.0	451.2	6.4	6.4	6.4	17.7	19.3	0.3	45.4	49.5	0.8	291.4	317.9	5.3
Building & Farm	564.6	615.9	667.2	718.5	10.3	10.3	10.3	31.6	34.5	0.6	6.8	7.4	0.1	526.2	574.0	9.6
Automotive	317.1	345.9	374.7	403.5	5.8	5.8	5.8	3.2	3.5	0.1	1.6	1.7	0.0	312.3	340.7	5.7
Service Station	77.5	84.5	91.5	98.6	1.4	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	77.5	84.5	1.4
Other Retail	758.1	827.0	895.9	964.9	13.8	13.8	13.8	105.4	115.0	1.9	112.2	122.4	2.0	540.5	589.7	9.8
Total	4,334.5	4,728.5	5,122.6	5,516.6	78.8	78.8	78.8	870.7	949.8	15.8	1,109.8	1,210.7	20.2	2,354.0	2,568.0	42.8

Continued on page.....

	Total Purchases							@ NH/Comm Shop Ctr			@ Regional Shop Ctr			@ Arterial Comm'l		
					Average Annual Increase					AAI			AAI			AAI
	1987	1992	1997	2002	1987-92	1992-97	1997-02	1987	1992	1987-92	1987	1992	1987-92	1987	1992	1987-92
5.0-MILE RING																
Population	383,000	415,500	448,000	480,500	6,500	6,500	6,500									
Purchases (1987 Constant $000's)																
Apparel	124,730	135,314	145,898	156,482	2,117	2,117	2,117	12,473	13,531	211.7	96,791	105,004	1,642.7	15,467	16,779	262.5
General Merchandise	333,323	361,687	389,892	418,177	5,657	5,657	5,657	41,332	44,839	701.5	243,326	263,973	4,129.5	48,665	52,795	825.9
Drug	67,686	73,430	79,173	84,917	1,149	1,149	1,149	57,533	62,415	976.4	3,384	3,671	57.4	6,769	7,343	114.9
Food	654,381	709,822	765,344	820,865	11,104	11,104	11,104	556,155	603,349	9,438.7	32,715	35,491	555.2	65,430	70,982	1,110.4
Liquor	36,184	39,255	42,325	45,396	614	614	614	7,237	7,851	122.8	1,809	1,963	30.7	27,138	29,441	460.6
Eating & Drinking	389,858	335,284	361,589	387,735	5,245	5,245	5,245	15,453	16,764	262.3	15,453	16,764	262.3	278,152	301,755	4,720.6
Home Furnish & Appl	112,810	122,383	131,956	141,528	1,915	1,915	1,915	5,641	6,119	95.7	14,440	15,665	245.1	92,738	100,599	1,573.7
Building & Farm	179,645	194,889	210,133	225,377	3,049	3,049	3,049	10,860	10,914	170.7	2,156	2,339	36.6	167,429	181,637	2,841.5
Automotive	504,454	547,260	590,067	632,873	8,561	8,561	8,561	5,845	5,473	85.6	2,522	2,736	42.8	496,087	539,851	8,432.8
Service Station	246,480	267,396	288,311	309,226	4,183	4,183	4,183	0	0	0.0	0	0	0.0	246,480	267,396	4,183.1
Other Retail	289,476	314,048	338,684	363,167	4,913	4,913	4,913	40,237	43,652	682.9	42,842	46,478	727.1	206,396	223,910	3,502.8
Total	2,858,148	3,100,688	3,343,212	3,585,745	48,506	48,506	48,506	751,166	814,907	12,748.2	455,438	494,085	7,729	1,651,544	1,791,688	28,029
Supportable Building Space (000's SF)																
Apparel	1,039.4	1,127.6	1,215.8	1,304.0	17.6	17.6	17.6	103.9	112.8	1.8	806.6	875.0	13.7	128.9	139.8	2.2
General Merchandise	2,777.7	3,013.4	3,249.1	3,484.8	47.1	47.1	47.1	344.4	373.7	5.8	2,027.7	2,199.8	34.4	405.5	440.0	6.9
Drug	564.1	611.9	659.8	707.6	9.6	9.6	9.6	479.4	520.1	8.1	28.2	30.6	0.5	56.4	61.2	1.0
Food	1,454.0	1,577.4	1,700.8	1,824.1	24.7	24.7	24.7	1,235.9	1,340.8	21.0	72.7	78.9	1.2	145.4	157.7	2.5
Liquor	241.2	261.7	282.2	302.6	4.1	4.1	4.1	48.2	52.3	0.8	12.1	13.1	0.2	188.9	196.3	3.1
Eating & Drinking	1,123.8	1,219.2	1,314.6	1,409.9	19.1	19.1	19.1	56.2	61.0	1.0	56.2	61.0	1.0	1,011.5	1,097.3	17.2
Home Furnish & Appl	1,128.1	1,223.8	1,319.6	1,415.3	19.1	19.1	19.1	56.4	61.2	1.0	144.4	156.7	2.5	927.3	1,006.0	15.7
Building & Farm	1,796.5	1,948.9	2,101.3	2,253.8	30.5	30.5	30.5	108.6	109.1	1.7	21.6	23.4	0.4	1,674.3	1,816.4	28.4
Automotive	1,008.9	1,094.5	1,180.1	1,265.7	17.1	17.1	17.1	10.1	10.9	0.2	5.0	5.5	0.1	993.8	1,078.1	16.9
Service Station	246.5	267.4	288.3	309.2	4.2	4.2	4.2	0.0	0.0	0.0	0.0	0.0	0.0	246.5	267.4	4.2
Other Retail	2,412.3	2,617.0	2,821.7	3,026.4	40.9	40.9	40.9	335.3	363.8	5.7	357.0	387.3	6.1	1,720.0	1,865.9	29.2
Total	13,792.5	14,962.9	16,133.2	17,303.6	234.1	234.1	234.1	2,770.6	3,005.7	47.0	3,531.5	3,831.1	59.9	7,490.4	8,126.1	127.1

Continued on next page.....

Table A7
MARKET AREA LOCAL OFFICE DEMAND

1123LOD
09/18/87
SL90

	—Beach & Imperial— 2.5-Mile Ring	5.0-Mile Ring	City of La Habra	Los Angeles 5-County Region
Demand Index				
Per Capita Income ($)	14,716	13,449	13,644	12,100
Index (% of Region)	121.6	111.1	112.8	100.0
Demand Per Capita (SF)				
General	3.65	3.33	3.38	3.00
Financial	2.43	2.22	2.26	2.00
Medical	3.04	2.78	2.82	2.50
Total	9.12	8.34	8.46	7.50

	1987	1992	1997	2002	—Average Annual Increase— 1987-92	1992-97	1997-02
2.5-MILE RING							
Population	110,000	120,000	130,000	140,000	2,000	2,000	2,000
Building Space (SF 000's)							
General	401.3	437.8	474.3	510.8	7.3	7.3	7.3
Financial	267.6	291.9	316.2	340.5	4.9	4.9	4.9
Medical	334.5	364.9	395.3	425.7	6.1	6.1	6.1
Total	1,003.4	1,094.6	1,185.8	1,277.0	18.2	18.2	18.2
5.0-MILE RING							
Population	383,000	415,500	448,000	480,500	6,500	6,500	6,500
Building Space (SF 000's)							
General	1,277.1	1,385.5	1,493.8	1,602.2	21.7	21.7	21.7
Financial	851.4	923.6	995.9	1,068.1	14.4	14.4	14.4
Medical	1,064.2	1,154.6	1,244.9	1,335.2	18.1	18.1	18.1
Total	3,192.7	3,463.7	3,734.6	4,005.5	54.2	54.2	54.2

Source: Natelson Levander Whitney

APPENDIX B

CLAIRE ASSOCIATES, INC.

(213) 378-6100

405 Via Corta • Malaga Cove Plaza • Palos Verdes Estates, CA 90274

DATE: October 15, 1987

TO: La Habra General Plan Advisory Committee Members
Chairman and Members of the La Habra Planning Commission
Hon. Mayor and Members of the City Council

FROM: Claire associates, Inc and Natelson-Levander-Whitney

SUBJECT: Preliminary Economic Development Program

As you will recall, the City Manager in our first meeting indicated that a future funding and budget was in prospect within 5 years. He identified a 2-3 million dollar shortfall after about 5 years but beginning slowly sometime before that date. This shortfall will be due to a number of related and unrelated factors. These include:

- The slowly but steadily increasing cost of providing municipal services.
- The continuing poor performance of the Fashion Square Shopping Center.
- The continuing retail sales tax "leakage" from point of sale locations in La Habra and the creation and expansion of Brea Mall and other centers.
- The unlikely prospect for increases in other forms of taxation to cover shortfalls or other public agencies coming to the rescue.
- The inexorable and continual need to maintain and improve major capital facilities in the City.

The inability of the City to cover the shortfall will be directly and inexorably translated into a reduction of available resources. This decline in resources will be occurring at the time that the needs for resources are increasing as the community matures. This will be manifest in the gradual reduction of levels of services to the residents and businesses of the community. It will also result in the further deferment of needed maintenance and improvements.

The consulting Team, as part of their assignment for assisting the City to update the La Habra General Plan has been asked to verify the economic conditions responsible for the shortfalls, realistically assess the environment for economic action, and recommend a plan for overcoming the anticipated revenue shortfalls.

In order to comply with this task, we have prepared and presented previously to you an extensive economic data package which outlines the market parameters including potential and characteristics, demographic data, and measures of economic activity. Together with this package we have included the exceptionally complete Community Economic Development Strategy adopted in 1984. Our conclusions and recommendations are an elaboration and variation on the principles and actions called for in that plan.

As our studies have reached a stopping place, we have concluded that:

- The retail sales potential, the projected demographics for the identified market area are not a constraint to increasing penetration by La Habra-based retail sales tax generating firms.

- There are sites which can be identified as under-utilized and which possess location and other attributes for attractive and productive commercial development. These should be protected from piecemeal development.

- There are substantial revenue gains to be anticipated from active pursuit of these redevelopment activities in a three to ten year time frame on these sites which will exceed the anticipated shortfalls.

- The necessary planning and development tools exist and it is not too late to activate them. Time, however, is of the essence if the opportunity is to be grasped to the fullest.

The attached memorandum and data sheets identifies the six target sites and develops a wide range of information on their ultimate potential. Our methodology, in addition to identifying and studying the sites, developing and correlating the market data and revenue potentials, includes prepared development scenarios for each site. In some cases there are alternative scenarios for just part of a site. Figure 1 illustrates the location of the sites.

Based upon the methodology and findings, we have placed our recommendations in the form of the Community Development Component as one of the main parts of the Community Development Action Plan.

NATELSON • LEVANDER • WHITNEY, Inc.
1815 VIA EL PRADO, SUITE 308 REDONDO BEACH, CALIFORNIA 90277 (213) 540-1549

MEMORANDUM

To: Mr. William H. Claire III Date: October 12, 1987

From: Dale H. Levander Job: 1123

Subject: PRELIMINARY DEVELOPMENT PROGRAM ESTIMATES--LA HABRA SITE EVALUATION

Attached are the following:

- A two-page computer run covering development program and related financial projections for each of the eight sites identified in our work session of September 16 and discussed with City staff on October 9.
- A two-page summary.

You will note that development of the eight sites will lead to annual tax generation to the City of approximately $3.3 million, as follows:

Property Tax	$1,161,000
Sales Tax	1,959,000
Room Tax	204,000
Total	3,324,000

These projections assume the following:

- That 100% of property taxes are collected through the redevelopment process (at the $1.00 rate). We have not broken out the housing portion.
- That sales taxes equal 1.0% of taxable sales (an understatement as noted below).
- That room taxes are collected at 8.0% of room sales.

I would like to point out that the 1.00% sales tax factor is understated. Our recent analysis indicates that sales tax generation is approximately 1.11% of taxable sales. The larger amount results from the SBOE's allocation to the cities of "unallocated" amounts, as regularly reported in the SBOE reports. We have recently completed the detailed analysis of this situation and can give you extensive supporting data, should you wish.

S[illegible]development programs contained herein are preliminary. They are based on p[illegible]typical development measures, with the exception of Site #3 (Fashion Square), where we have utilized Mr. Risner's space program. Irrespective, they indicate that major financial benefits can accrue from commercial and industrial development. Specific implications of these development measures are a matter for discussion with advisory committee members at Thursday night's meeting.

DHL:rr:s20

REAL ESTATE ECONOMIC AND FINANCIAL CONSULTANTS

MAIN OFFICE
10960 WILSHIRE BOULEVARD SUITE 222
LOS ANGELES, CALIFORNIA 90024
(213) 478-5016

Figure 1

DEVELOPMENT SITE LOCATIONS

CLAIRE ASSOCIATES, INC.

Table A1
SITE DEVELOPMENT PROGRAM SUMMARY—PROGRAM PARAMETERS
La Habra Site Evaluation

123DSum3
10/12/87
SL111

Site/Alternative		Principal New Development	Site Area (Ac) Gross	Site Area (Ac) Net	Com/Ind Bldg Sp (SF)	Floor Area Ratio (FAR)	% Open Space	Traffic Gen (ADT)
1	Gamma I	Promo Commercial	22.88	11.84	125,000	28.3	23.0	8,360
2	Chev/West	Promo Commercial	10.00	10.00	136,000	28.7	23.5	7,620
3	Fashion Square	Promo Commercial	48.66	48.66	585,000	23.8	33.9	31,464
4a	Chev/Tech Front	Hotel & Promo Commercial	11.43	11.43	210,000	42.2	23.2	6,383
4b	Chev/Tech Rear	Industry/Business Park	10.44	10.44	200,000	44.0	32.7	6,000
5	Drive-In	Promo Commercial	14.69	14.69	175,000	27.3	26.4	11,900
6a	Ozalid	Promo Commercial	10.90	10.90	140,000	29.5	24.1	8,400
6b	Bus Yard	Industry/Business Park	9.29	9.29	200,000	49.4	34.5	4,000
	Total		137.49	126.45	1,691,000			84,047

Table A2
SITE DEVELOPMENT PROGRAM SUMMARY—ECONOMIC PARAMETERS
La Habra Site Evaluation

123DSum2
09/28/87
SL111

Site/Alternative		Principal New Development	Devel Value ($000's)	Annual Tax Sales ($000's)	Annual Room Sales ($000's)	Annual Taxes ($000's)			
						Prop Tax Increment (100%)	Sales Tax	Room Tax	Total
1	Gamma I	Promo Commercial	14,000	25,500	0	88	250	0	338
2	Chev/West	Promo Commercial	12,950	24,350	0	126	244	0	370
3	Fashion Square	Promo Commercial	53,195	89,966	0	306	617	0	923
4a	Chev/Tech Front	Hotel & Promo Commercial	11,750	18,500	2,555	113	185	284	582
4b	Chev/Tech Rear	Industry/Business Park	20,000	2,000	0	196	20	0	216
5	Drive-In	Promo Commercial	18,625	33,250	0	135	333	0	468
6a	Ozalid	Promo Commercial	14,000	27,000	0	97	270	0	367
6b	Bus Yard	Industry/Business Park	10,000	4,000	0	100	40	0	140
	Total		155,320	224,566	2,555	1,161	1,959	284	3,324

Table B1
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD1A
10/12/87
SL111

Site: 1 Gamma I Alternative 1
Principal New Development: Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres
Total Site Area	961,885	22.08
Less Exclusions:		
Assume 50%	480,982	11.04
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Total Exclusions	480,982	11.04
Net Program Area	480,982	11.04
Less Allowance for Streets	0	0.00	0.00%
Net for Development	480,982	11.04

DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces Per 1,000 SF	Parking Spaces Per Acre	Parking Spaces Per Rm/Unit	Pkg Area Per Sp (SF)	0 Floors	Pad Factor (%)
Super Store (Von's)		4.50				1.00	100.0
Drug Store		4.50				1.00	100.0
Promo Retail—Major		4.50				1.00	100.0
Promo Retail—Smaller		4.50				1.00	100.0
Restaurant		10.00				1.00	100.0
Financial Office		5.00				1.00	100.0
Garden Office		4.00				3.00	33.3
Movie Theater		10.00				1.00	100.0
Hotel	500			1.00		6.00	25.0
Meeting Rooms		5.00				2.00	50.0
Industrial/Business Park		1.50				1.25	80.0
					350		100.0
Above Ground Parking					300		33.3
Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided — Surface	— Structure — Above	— Structure — Under	Pkg Spaces Provided — Total	Pkg Area (SF) — Surface	— Structure — Above	— Structure — Under	Pkg Area (SF) — Total	Bldg Pads	Pkg Pads Provided — Surface	— Structure — Above	— Structure — Under	Pkg Pads Provided — Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	60,000			270	270			270	94,500	0	0	94,500	60,000	94,500	0	0	94,500		
Promo Retail—Smaller	60,000			270	270			270	94,500	0	0	94,500	60,000	94,500	0	0	94,500		
Restaurant	10,000			100	100			100	35,000	0	0	35,000	10,000	35,000	0	0	35,000		
Financial Office	6,000			30	30			30	10,500	0	0	10,500	6,000	10,500	0	0	10,500		
Garden Office				0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater				0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms				0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	136,000	0.00	0	670	670	0	0	670	234,500	0	0	234,500	136,000	234,500	0	0	234,500	110,482	480,982
										% of Total Land Use			28.3	48.8	0.0	0.0	48.8	23.0	100.0
Floor Area Ratio (%)	28.3																		
% Open Space	23.0																		

Table B1 (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD1A
10/12/87
SL111

Site: 1 Gamma I Alternative 1
Principal New Development: Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	6,000	12,000		150		3,600
Promo Retail—Smaller	6,000	10,500		120		3,600
Restaurant	1,750	3,000		50		600
Financial Office	1,050	0		24		360
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	0	0		0		0
Total	14,800	25,500	0	344		8,360

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	5,996	14,800	1.000	88
Without Redevelopment—City Property Tax	5,996	14,800	0.150	13
City Sales Tax	500	25,500	1.000	250
City Room Tax	0	0	8.000	0

Table B2
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD2A
10/12/87
SL111

Site: 2 Chev/West Alternative A
Principal New Development: Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres		DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces Per 1,000 SF	Parking Spaces Per Acre	Parking Spaces Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Total Site Area	435,600	10.00		Super Store (Von's)		4.50				1.00	100.0
				Drug Store		4.50				1.00	100.0
Less Exclusions:				Promo Retail—Major		4.50				1.00	100.0
				Promo Retail—Smaller		4.50				1.00	100.0
	0			Restaurant		10.00				1.00	100.0
	0			Financial Office		5.00				1.00	100.0
	0			Garden Office		4.00				3.00	33.3
	0			Movie Theater		10.00				1.00	100.0
	0			Hotel	500			1.00		6.00	25.0
	0			Meeting Rooms		5.00				2.00	50.0
	0			Industrial/Business Park		1.50				1.25	80.0
	0										
	0										
	0										
Total Exclusions	0	0.00									
Net Program Area	435,600	10.00									
Less Allowance for Streets	0	0.00	0.00%	Surface Parking					350		100.0
				Above Ground Parking					300		33.3
Net for Development	435,600	10.00		Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided — Structure — Surface	Above	Under	Total	Pkg Area (SF) — Structure — Surface	Above	Under	Total	Bldg Pads	Pkg Pads Provided — Structure — Surface	Above	Under	Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	69,000			311	311			311	108,675	0	0	108,675	69,000	108,675	0	0	108,675		
Promo Retail—Smaller	50,000			225	225			225	78,750	0	0	78,750	50,000	78,750	0	0	78,750		
Restaurant	6,000			60	60			60	21,000	0	0	21,000	6,000	21,000	0	0	21,000		
Financial Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Garden Office				0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater				0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms				0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	125,000	0.00	0	596	596	0	0	596	208,425	0	0	208,425	125,000	208,425	0	0	208,425	102,175	435,600
									% of Total Land Use				28.7	47.8	0.0	0.0	47.8	23.5	100.0
Floor Area Ratio (%)	28.7																		
% Open Space	23.5																		

Table B2 (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD2A
10/12/87
SL111

Site: 2 Chev/West Alternative A
Principal New Development: Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	.175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	6,900	13,800		173		4,140
Promo Retail—Smaller	5,000	8,750		100		3,000
Restaurant	1,050	1,800		30		480
Financial Office	0	0		0		0
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	0	0		0		0
Total	12,950	24,350	0	303		7,620

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	396	12,950	1.000	126
Without Redevelopment—City Property Tax	396	12,950	0.150	19
City Sales Tax	0	24,350	1.000	244
City Room Tax	0	0	8.000	0

Table B3
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD3A
10/12/87
SL111

Site: 3 Fashion Square Alternative A
Principal New Development: Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres	DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Parking Spaces: Per Acre	Parking Spaces: Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Total Site Area	2,119,630	48.66	Super Store (Albertson's)		4.50				1.00	100.0
			Drug Store		4.50				1.00	100.0
Less Exclusions:			Promo Retail—Major		4.50				1.00	100.0
	0		Promo Retail—Smaller		4.50				1.00	100.0
	0		Restaurant		10.00				1.00	100.0
	0		Financial Office		5.00				1.00	100.0
	0		Garden Office		4.00				3.00	33.3
	0		Movie Theater		10.00				1.00	100.0
	0		Hotel	500			1.00		6.00	25.0
	0		Meeting Rooms		5.00				2.00	50.0
	0		Industrial/Business Park		1.50				1.25	80.0
	0									
	0									
	0									
Total Exclusions	0	0.00								
Net Program Area	2,119,630	48.66								
Less Allowance for Streets	0	0.00	0.00% Surface Parking					350		100.0
			Above Ground Parking					300		33.3
Net for Development	2,119,630	48.66	Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Structure: Above	Structure: Under	Pkg Spaces Provided: Total	Pkg Area (SF): Surface	Structure: Above	Structure: Under	Pkg Area (SF): Total	Bldg Pads	Pkg Pads Provided: Surface	Structure: Above	Structure: Under	Pkg Pads Provided: Total	Open Space	Total
Super Store (Albertson's)	43,000			194	194			194	67,725	0	0	67,725	43,000	67,725	0	0	67,725		
Drug Store	24,000			108	108			108	37,800	0	0	37,800	24,000	37,800	0	0	37,800		
Promo Retail—Major	191,750			863	863			863	302,006	0	0	302,006	191,750	302,006	0	0	302,006		
Promo Retail—Smaller	180,315			811	811			811	283,996	0	0	283,996	180,315	283,996	0	0	283,996		
Restaurant	21,202			212	212			212	74,207	0	0	74,207	21,202	74,207	0	0	74,207		
Financial Office	14,733			74	74			74	25,783	0	0	25,783	14,733	25,783	0	0	25,783		
Garden Office				0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater	30,000			300	300			300	105,000	0	0	105,000	30,000	105,000	0	0	105,000		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms				0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	505,000	0.00	0	2,561	2,561	0	0	2,561	896,517	0	0	896,517	505,000	896,517	0	0	896,517	718,112	2,119,630
									% of Total Land Use				23.8	42.3	0.0	0.0	42.3	33.9	100.0
Floor Area Ratio (%)	23.8																		
% Open Space	33.9																		

Table B3 (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD3A
10/12/87
SL111

Site: 3 Fashion Square Alternative A
Principal New Development: Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Albertson's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Albertson's)	4,300	8,600		100		3,440
Drug Store	2,400	4,800		60		1,920
Promo Retail—Major	19,175	38,350		479		11,505
Promo Retail—Smaller	18,032	31,555		361		10,819
Restaurant	3,710	6,361		106		1,696
Financial Office	2,578	0		59		884
Garden Office	0	0		0		0
Movie Theater	3,000	300		45		1,200
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	0	0		0		0
Total	53,195	89,966	0	1,217		31,464

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	22,614	53,195	1.000	306
Without Redevelopment—City Property Tax	22,614	53,195	0.150	46
City Sales Tax	28,300	89,966	1.000	617
City Room Tax	0	0	8.000	0

Table B4a
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD4aA
10/12/87
SL111

Site: 4a Chev/Tech Front Alternative 1
Principal New Development: Hotel & Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres
Total Site Area	497,891	11.43
Less Exclusions:		
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Total Exclusions	0	0.00
Net Program Area	497,891	11.43
Less Allowance for Streets	0	0.00
Net for Development	497,891	11.43

DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Per Acre	Per Rm/Unit	Pkg Area Per Sp (SF)	0 Floors	Pad Factor (%)
Super Store (Von's)		4.50				1.00	100.0
Drug Store		4.50				1.00	100.0
Promo Retail—Major		4.50				1.00	100.0
Promo Retail—Smaller		4.50				1.00	100.0
Restaurant		10.00				1.00	100.0
Financial Office		5.00				1.00	100.0
Garden Office		4.00				3.00	33.3
Movie Theater		10.00				1.00	100.0
Hotel	500			1.00		6.00	25.0
Meeting Rooms		5.00				2.00	50.0
Industrial/Business Park		1.50				1.25	80.0
Surface Parking					350		100.0
Above Ground Parking					300		33.3
Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Structure: Above	Structure: Under	Total	Pkg Area (SF): Surface	Structure: Above	Structure: Under	Total	Bldg Pads	Pkg Pads Provided: Surface	Structure: Above	Structure: Under	Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	40,000			100	100			100	63,000	0	0	63,000	40,000	63,000	0	0	63,000		
Promo Retail—Smaller	40,000			100	100			100	63,000	0	0	63,000	40,000	63,000	0	0	63,000		
Restaurant	5,000			50	50			50	17,500	0	0	17,500	5,000	17,500	0	0	17,500		
Financial Office	5,000			25	25			25	8,750	0	0	8,750	5,000	8,750	0	0	8,750		
Garden Office				0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater				0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	100,000		200	200	200			200	70,000	0	0	70,000	25,000	70,000	0	0	70,000		
Meeting Rooms	20,000			100	100			100	35,000	0	0	35,000	10,000	35,000	0	0	35,000		
Industrial/Business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	210,000	0.00	200	735	735	0	0	735	257,250	0	0	257,250	125,000	257,250	0	0	257,250	115,641	497,891
										% of Total Land Use			25.1	51.7	0.0	0.0	51.7	23.2	100.0
Floor Area Ratio (%)	42.2																		
% Open Space	23.2																		

Table B4a (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD4aA
10/12/87
SL111

Site: 4a Chev/Tech Front Alternative 1
Principal New Development: Hotel & Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	4,000	8,000		100		2,400
Promo Retail—Smaller	4,000	7,000		80		2,400
Restaurant	875	1,500		25		400
Financial Office	875	0		20		300
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			2,555	0		3
Meeting Rooms	2,000	2,000		40		800
Industrial/Business Park	0	0		0		0
Total	11,750	18,500	2,555	265		6,383

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	453	11,750	1.000	113
Without Redevelopment—City Property Tax	453	11,750	0.150	17
City Sales Tax	0	18,500	1.000	185
City Room Tax	0	2,555	8.000	204

Table B4b
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD4bA
10/12/87
SL111

Site: 4b Chev/Tech Rear Alternative 1
Principal New Development: Industry/Business Park

SITE DATA	Site Area Sq Ft	Site Area Acres
Total Site Area	454,766	10.44
Less Exclusions:		
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Total Exclusions	0	0.00
Net Program Area	454,766	10.44
Less Allowance for Streets	0	0.00
Net for Development	454,766	10.44

DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Parking Spaces: Per Acre	Parking Spaces: Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Super Store (Von's)		4.50				1.00	100.0
Drug Store		4.50				1.00	100.0
Promo Retail—Major		4.50				1.00	100.0
Promo Retail—Smaller		4.50				1.00	100.0
Restaurant		10.00				1.00	100.0
Financial Office		5.00				1.00	100.0
Garden Office		4.00				3.00	33.3
Movie Theater		10.00				1.00	100.0
Hotel	500			1.00		6.00	25.0
Meeting Rooms		5.00				2.00	50.0
Industrial/Business Park		1.50				1.25	80.0

Surface Parking		350	100.0
Above Ground Parking		300	33.3
Underground Parking		310	33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Pkg Spaces Provided: Structure Above	Pkg Spaces Provided: Structure Under	Pkg Spaces Provided: Total	Pkg Area (SF): Surface	Pkg Area (SF): Structure Above	Pkg Area (SF): Structure Under	Pkg Area (SF): Total	Bldg Pads	Pkg Pads Provided: Surface	Pkg Pads Provided: Structure Above	Pkg Pads Provided: Structure Under	Pkg Pads Provided: Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Smaller	0			0	0			0	0	0	0	0	0	0	0	0	0		
Restaurant	0			0	0			0	0	0	0	0	0	0	0	0	0		
Financial Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Garden Office	100,000			400	400			400	140,000	0	0	140,000	33,333	140,000	0	0	140,000		
Movie Theater	0			0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms	0			0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park	100,000			150	150			150	52,500	0	0	52,500	80,000	52,500	0	0	52,500		
Total	200,000	0.00	0	550	550	0	0	550	192,500	0	0	192,500	113,333	192,500	0	0	192,500	148,933	454,766
% of Total Land Use													24.9	42.3	0.0	0.0	42.3	32.7	100.0
Floor Area Ratio (%)	44.0																		
% Open Space	32.7																		

Table B4b (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD4bA
10/12/87
SL111

Site: 4b Chev/Tech Rear Alternative 1
Principal New Development: Industry/Business Park

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	0	0		0		0
Promo Retail—Smaller	0	0		0		0
Restaurant	0	0		0		0
Financial Office	0	0		0		0
Garden Office	15,000	0		400		4,000
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	5,000	2,000		150		2,000
Total	20,000	2,000	0	550	0	6,000

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	414	20,000	1.000	196
Without Redevelopment—City Property Tax	414	20,000	0.150	29
City Sales Tax	0	2,000	1.000	20
City Room Tax	0	0	0.000	0

Table B5
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123S05A
10/12/87
SL111

Site: 5 Drive-In Alternative 1
Principal New Development: Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres	DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Parking Spaces: Per Acre	Parking Spaces: Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Total Site Area	639,896	14.69	Super Store (Von's Pav)		4.50				1.00	100.0
			Drug Store		4.50				1.00	100.0
Less Exclusions:			Promo Retail—Major		4.50				1.00	100.0
			Promo Retail—Smaller		4.50				1.00	100.0
	0		Restaurant		10.00				1.00	100.0
	0		Financial Office		5.00				1.00	100.0
	0		Garden Office		4.00				3.00	33.3
	0		Movie Theater		10.00				1.00	100.0
	0		Hotel	500			1.00		6.00	25.0
	0		Meeting Rooms		5.00				2.00	50.0
	0		Industrial/Business Park		1.50				1.25	80.0
	0									
	0									
Total Exclusions	0	0.00								
Net Program Area	639,896	14.69								
Less Allowance for Streets	0	0.00	0.00% Surface Parking					350		100.0
			Above Ground Parking					300		33.3
Net for Development	639,896	14.69	Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Pkg Spaces Provided: Structure Above	Pkg Spaces Provided: Structure Under	Pkg Spaces Provided: Total	Pkg Area (SF): Surface	Pkg Area (SF): Structure Above	Pkg Area (SF): Structure Under	Pkg Area (SF): Total	Bldg Pads	Pkg Pads Provided: Surface	Pkg Pads Provided: Structure Above	Pkg Pads Provided: Structure Under	Pkg Pads Provided: Total	Open Space	Total
Super Store (Von's Pav)	60,000			270	270			270	94,500	0	0	94,500	60,000	94,500	0	0	94,500		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	30,000			135	135			135	47,250	0	0	47,250	30,000	47,250	0	0	47,250		
Promo Retail—Smaller	70,000			315	315			315	110,250	0	0	110,250	70,000	110,250	0	0	110,250		
Restaurant	10,000			100	100			100	35,000	0	0	35,000	10,000	35,000	0	0	35,000		
Financial Office	5,000			25	25			25	8,750	0	0	8,750	5,000	8,750	0	0	8,750		
Garden Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater	0			0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms				0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	175,000	0.00	0	845	845	0	0	845	295,750	0	0	295,750	175,000	295,750	0	0	295,750	169,146	639,896
									% of Total Land Use				27.3	46.2	0.0	0.0	46.2	26.4	100.0
Floor Area Ratio (%)	27.3																		
% Open Space	26.4																		

Continued on next page.....

Table B5 (Continued.....page 2)
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

12:25DSA
10/12/87
SL111

Site: 5 Drive-In Alternative 1
Principal New Development: Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's Pav)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's Pav)	6,000	12,000		150		4,000
Drug Store	0	0		0		0
Promo Retail—Major	3,000	6,000		75		1,000
Promo Retail—Smaller	7,000	12,250		140		4,200
Restaurant	1,750	3,000		50		800
Financial Office	875	0		20		300
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	0	0		0		0
Total	18,625	33,250	0	435	0	11,900

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	5,164	18,625	1.000	135
Without Redevelopment—City Property Tax	5,164	18,625	0.150	20
City Sales Tax	0	33,250	1.000	333
City Room Tax	0	0	5.000	0

Table B6a
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123D6aA
10/12/87
SL111

Site: 6a Ozalid Alternative 1
Principal New Development: Promo Commercial

SITE DATA	Site Area Sq Ft	Site Area Acres
Total Site Area	474,804	10.90
Less Exclusions:		
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Total Exclusions	0	0.00
Net Program Area	474,804	10.90
Less Allowance for Streets	0	0.00
Net for Development	474,804	10.90

0.00%

DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Parking Spaces: Per Acre	Parking Spaces: Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Super Store (Von's)		4.50				1.00	100.0
Drug Store		4.50				1.00	100.0
Promo Retail—Major		4.50				1.00	100.0
Promo Retail—Smaller		4.50				1.00	100.0
Restaurant		10.00				1.00	100.0
Financial Office		5.00				1.00	100.0
Garden Office		4.00				3.00	33.3
Movie Theater		10.00				1.00	100.0
Hotel	500			1.00		6.00	25.0
Meeting Rooms		5.00				2.00	50.0
Industrial/Business Park		1.50				1.25	80.0
Surface Parking					350		100.0
Above Ground Parking					300		33.3
Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Structure: Above	Structure: Under	Total	Pkg Area (SF): Surface	Structure: Above	Structure: Under	Total	Bldg Pads	Pkg Pads Provided: Surface	Structure: Above	Structure: Under	Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	180,000			450	450			450	157,500	0	0	157,500	180,000	157,500	0	0	157,500		
Promo Retail—Smaller	40,000			100	100			100	63,000	0	0	63,000	40,000	63,000	0	0	63,000		
Restaurant	0			0	0			0	0	0	0	0	0	0	0	0	0		
Financial Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Garden Office				0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater				0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms				0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park				0	0			0	0	0	0	0	0	0	0	0	0		
Total	140,000	0.00	0	630	630	0	0	630	220,500	0	0	220,500	140,000	220,500	0	0	220,500	114,304	474,804
									% of Total Land Use				29.5	46.4	0.0	0.0	46.4	24.1	100.0
Floor Area Ratio (%)	29.5																		
% Open Space	24.1																		

Continued on next page.....

Site: 6a Ozalid Alternative 1
Principal New Development: Promo Commercial

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	10,000	20,000		250		6,000
Promo Retail—Smaller	4,000	7,000		80		2,400
Restaurant	0	0		0		0
Financial Office	0	0		0		0
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	0	0		0		0
Total	14,000	27,000	0	330	0	8,400

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	4,287	14,000	1.000	97
Without Redevelopment—City Property Tax	4,287	14,000	0.150	15
City Sales Tax	0	27,000	1.000	270
City Room Tax	0	0	8.000	0

Table B6b
SITE DEVELOPMENT PROGRAM
La Habra Site Evaluation

123SD6bA
10/12/87
SL111

Site: 6b Bus Yard Alternative 1
Principal New Development: Industry/Business Park

SITE DATA	Site Area Sq Ft	Site Area Acres
Total Site Area	404,672	9.29
Less Exclusions:		
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
	0	
Total Exclusions	0	0.00
Net Program Area	404,672	9.29
Less Allowance for Streets	0	0.00
Net for Development	404,672	9.29

0.00%

DEVELOPMENT FACTORS	Bldg Sp Per Ac/Un/Rm	Parking Spaces: Per 1,000 SF	Parking Spaces: Per Acre	Parking Spaces: Per Rm/Unit	Pkg Area Per Sp (SF)	# Floors	Pad Factor (%)
Super Store (Von's)		4.50				1.00	100.0
Drug Store		4.50				1.00	100.0
Promo Retail—Major		4.50				1.00	100.0
Promo Retail—Smaller		4.50				1.00	100.0
Restaurant		10.00				1.00	100.0
Financial Office		5.00				1.00	100.0
Garden Office		4.00				3.00	33.3
Movie Theater		10.00				1.00	100.0
Hotel	500			1.00		6.00	25.0
Meeting Rooms		5.00				2.00	50.0
Industrial/Business Park		1.50				1.25	80.0
Surface Parking					350		100.0
Above Ground Parking					300		33.3
Underground Parking					310		33.3

BUILDING SPACE PROGRAM	Bldg Space (SF)	Land Area (Acres)	Units/ Rooms	Pkg Spaces Reqd	Pkg Spaces Provided: Surface	Pkg Spaces Provided: Structure Above	Pkg Spaces Provided: Structure Under	Pkg Spaces Provided: Total	Pkg Area (SF): Surface	Pkg Area (SF): Structure Above	Pkg Area (SF): Structure Under	Pkg Area (SF): Total	Bldg Pads	Pkg Pads Provided: Surface	Pkg Pads Provided: Structure Above	Pkg Pads Provided: Structure Under	Pkg Pads Provided: Total	Open Space	Total
Super Store (Von's)	0			0	0			0	0	0	0	0	0	0	0	0	0		
Drug Store	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Major	0			0	0			0	0	0	0	0	0	0	0	0	0		
Promo Retail—Smaller	0			0	0			0	0	0	0	0	0	0	0	0	0		
Restaurant	0			0	0			0	0	0	0	0	0	0	0	0	0		
Financial Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Garden Office	0			0	0			0	0	0	0	0	0	0	0	0	0		
Movie Theater	0			0	0			0	0	0	0	0	0	0	0	0	0		
Hotel	0		0	0	0			0	0	0	0	0	0	0	0	0	0		
Meeting Rooms	0			0	0			0	0	0	0	0	0	0	0	0	0		
Industrial/Business Park	200,000			300	300			300	185,000	0	0	185,000	160,000	185,000	0	0	185,000		
Total	200,000	0.00	0	300	300	0	0	300	185,000	0	0	185,000	160,000	185,000	0	0	185,000	139,672	484,672
% of Total Land Use													39.5	25.9	0.0	0.0	25.9	34.5	100.0
Floor Area Ratio (%)	49.4																		
% Open Space	34.5																		

Continued on next page.....

Site: 6b Bus Yard Alternative 1
Principal New Development: Industry/Business Park

FINANCIAL FACTORS	New Dev Val ($) Per SF	New Dev Val ($) Per Acre	New Dev Val ($) Per Un/Rm	Tax Sales ($) Per SF	Tax Sales ($) Per Acre	Rm Sales Per Rm	Employment (#) Per 000 SF	Employment (#) Per Acre	Employment (#) Per Room	Pop Per Un	Traffic Gen (ADT) Per 000 SF	Traffic Gen (ADT) Per Acre	Traffic Gen (ADT) Per Rm/Un
Super Store (Von's)	100			200			2.5				80.0		
Drug Store	100			200			2.5				80.0		
Promo Retail—Major	100			200			2.5				60.0		
Promo Retail—Smaller	100			175			2.0				60.0		
Restaurant	175			300			5.0				80.0		
Financial Office	175			0			4.0				60.0		
Garden Office	150			0			4.0				40.0		
Movie Theater	100			10			1.5				40.0		
Hotel			70,000	0		12,775			1.0		40.0		15.0
Meeting Rooms	100			100			2.0				40.0		
Industrial/Business Park	50			20			1.5				20.0		

FINANCIAL PROJECTIONS @ FULL DEVELOPMENT (In 1986 Dollars)	New Dev Value ($000's)	Ann Tax Sales ($000's)	Ann Rm Sales ($000's)	Employment (#)	Population (#)	Traffic Gen (ADT)
Super Store (Von's)	0	0		0		0
Drug Store	0	0		0		0
Promo Retail—Major	0	0		0		0
Promo Retail—Smaller	0	0		0		0
Restaurant	0	0		0		0
Financial Office	0	0		0		0
Garden Office	0	0		0		0
Movie Theater	0	0		0		0
Hotel			0	0		0
Meeting Rooms	0	0		0		0
Industrial/Business Park	10,000	4,000		300		4,000
[illegible]al	10,000	4,000	0	300	0	4,000

Annual Tax Increases	Existing AV/Sales Base	AV/Sales @ Full Devel	Tax Rate (% of Base)	Ann Tax Increase ($000's)
With Redevelopment—Property Tax Increment (Including Residential)	0	10,000	1.000	100
Without Redevelopment—City Property Tax	0	10,000	0.150	15
City Sales Tax	0	4,000	1.000	40
City Room Tax	0	0	0.000	0

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